| **Category** | **Fairly Competent/Emerging** |  |  | **Average/Competent** |  |  | **Exceptional/Exemplary** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **BACKGROUND / CONTEXT** | Confusing, limited 1 | 2 | 3 | Useful, but also somewhat unclear 4 | 5 | 6 | Very thorough; easy to follow7 |
| **PURPOSE** | Poorly stated; not well supported1 | 2 | 3 | Addressed, but additional clarification needed4 | 5 | 6 | Clearly articulated; well supported 7 |
| **OUTCOMES (or hypotheses for preliminary scholarship)** | Briefly communicated; unclear; not relevant or improperly completed1 | 2 | 3 | Presented well, but more comprehensive detail is required4 | 5 | 6 | Clearly and concisely communicated7 |
| **IMPACT (or impact potential)** | Limited or poorly articulated1 | 2 | 3 | Addressed but additional clarification needed4 | 5 | 6 | Well-articulated; makes or will make a significant impact 7 |
| **POSTER (layout and visual impression)** | Disjointed; incomplete; inadequate; misspellings or grammatical errors1 | 2 | 3 | Easy to read with clear titles and headings, but improvement needed; lacking detail4 | 5 | 6 | Well crafted; visually effective; careful preparation; conveys intentions7 |