| **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 follow  7 |
| **PURPOSE** | Poorly stated; not well supported  1 | 2 | 3 | Addressed, but additional clarification needed  4 | 5 | 6 | Clearly articulated; well supported  7 |
| **OUTCOMES (or hypotheses for preliminary scholarship)** | Briefly communicated; unclear; not relevant or improperly completed  1 | 2 | 3 | Presented well, but more comprehensive detail is required  4 | 5 | 6 | Clearly and concisely communicated  7 |
| **IMPACT (or impact potential)** | Limited or poorly articulated  1 | 2 | 3 | Addressed but additional clarification needed  4 | 5 | 6 | Well-articulated; makes or will make a significant impact  7 |
| **POSTER (layout and visual impression)** | Disjointed; incomplete; inadequate; misspellings or grammatical errors  1 | 2 | 3 | Easy to read with clear titles and headings, but improvement needed; lacking detail  4 | 5 | 6 | Well crafted; visually effective; careful preparation; conveys intentions  7 |