

Judging Criteria

The key with the poster competition is to strike a balance between academic content and presentation of the work to a broad audience.

The Academic Poster Category judging criteria are as follows:

Subcategory	Details	Score
Academic Content	Context/Background: How well does the poster explain the background, context and aims/objectives of the research? How effectively does the entrant explain the importance of the research?	/10
	Is there a critical engagement with literature/other research in the field?	/10
	Methods: How effectively does the methodology emerge from the poster?	/10
	Conclusions: How effectively are the conclusions of the research discussed? How well does the poster explain the research outcomes expected?	/10
	Subtotal	/40
Design	Presentation: Is the poster well structured, and is its message conveyed in a coherent and competent manner? Does the poster catch - and keep - the viewer's attention?	/10
	Creativity: How innovative, creative and effective is the poster?	/10
	Subtotal	/20
Appeal to a Broad Audience	Comprehension: How well are the main concepts explained to a broad audience?	/10
	Appeal: How effectively does the poster provoke thoughtful insight and/or questions for viewers?	/10
	Language: How well does the entrant use language to appeal to a broad audience? Are technical terms understandable and accessible to a general audience?	/10
	Impact: How well does the poster explain the potential benefit of the research beyond academia?	/10
	Subtotal	/40
Total		/100