



What will the judges be looking for when they are assessing the posters?

General Guidelines:

- Text and graphics understandable by a general audience.
- The poster must be no bigger than A3 size and then mounted
- The poster should attract attention and convey information.
- Language should be simple and descriptions brief. Jargon should be avoided.
- Necessary technical terms should be defined.
- Spelling and grammar must be correct.
- All text should be large enough to be read from a distance of 1 metre.
- Photographs, drawings, charts, tables, or graphs (if used) should be simple, well-organised, and carefully chosen to be quickly understood by a wide audience.

First Impression:

- Is the poster easy to read and understand?
- Is the colour scheme easy on the eye?
- Does the poster stimulate interest and discussion?

Layout:

- Is the poster visually jumbled and too crowded? Simpler is better.
- How easy is it to follow the sequence in the poster?
- Title/Strapline: How specific/adequate/long/short is the title?

Readability:

- Is font and font size or style easily readable?
- How much text does the poster contain? Key messages are better than lots of narrative.
- Are there (m)any grammar or spelling mistakes?

Finally, does the poster:

- Demonstrate creativity in interpreting the subject?
- Get the message across unambiguously?
- Provide evidence of good use of colour and contrast?