

Persuasive Poster: Evaluation Rubric

Item	Description	Possible Points	Actual Points
Introduction	Title is clear and matches the thesis statement being made. Thesis clearly conveys what you want your audience to believe. Your intended audience is clearly stated.	5	
Terms	Be sure to define each word that is used as a "term" that is used in your argument. Words that are used in the normal dictionary sense should NOT be defined here. Terms are words that have a special meaning in the context in which you are using them. It is best to use definitions from sources that are specific to your context--medical dictionaries, philosophical dictionaries, published studies which have specific operational definitions, etc.	5	
Assumptions	Assumptions are basic beliefs that you share with your audience and will not attempt to prove. These beliefs are usually about how one decides what is true and to be believed.	10	
Claim 1	This is the first point that supports your thesis.	4	
Support for Claim 1	You may use scientific evidence if you cite the academically acceptable source. You may use scripture if you cite a commentary that connects to your claim and supports your use of the scripture for that purpose. You may use a quote from a well known authority. You may cite relevant statistics from a reliable source. Typically you will cite 3 sources of support for each claim.	6	
Claim 2	This is the second point that supports your thesis.	4	
Support for Claim 2	See description for Support for Claim 1.	6	
Claim 3	This is the third point that supports your thesis.	4	
Support for Claim 3	See description for Support for Claim 1.	6	
Objection 1	State here an objection you might anticipate to your position.	4	
Answers to Objection 1	Give your answer to the objections using evidence as you did for support above.	4	
Objection 2	State here a second objection you might anticipate to your position.	4	
Answers to Objection 2	Give your answer to the objections using evidence as you did for support above.	4	
Actionable Conclusion	State your conclusion here in terms of how you want your audience to respond.	10	
Works Cited	You may use the citation style relevant to your discipline. Use APA if in doubt.	4	
Quality of Poster	Here your poster will be evaluated for visual design, text clarity, grammar, and creativity.	10	
Response to Questions	Here you will be evaluated for speaking clearly and answering questions effectively.	10	
Total possible points:		100	