## Poster Design Grading Activity

### Segmenting Principle
- Chunking
- Use of subheadings or short paragraphs
- Omits lengthy passages

### Coherence Principle
- Just the facts
- Only relevant imagery

### Multimedia Principle
- Uses relevant graphics
- Graphics support text

### Contiguity Principle
- Graphics and words are together
- Key info is labeled on graphic

### Headings
- Uses large, easy-to-read headings
- Uses Subheadings where relevant

### Readability
- Text size
- Heading to text ratio
- Uses white space

### Flow
- Directs attention to key information
- F-Pattern (most important info at top)
- Orientation & flow pattern make sense

### Quality
- Consistent white space
- Consistent font size
- No typos

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*Education Resources, School of Medicine & Health Sciences, University of North Dakota. For Designing the Perfect Poster: March 5, 2019*