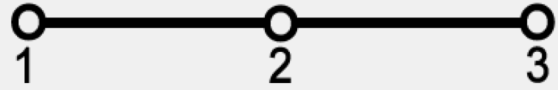


Poster Design Grading Activity

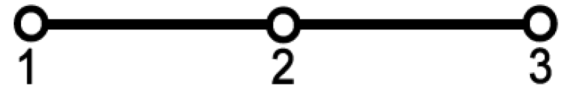
SEGMENTING PRINCIPLE¹

- Chunking
- Use of subheadings or short paragraphs
- Omits lengthy passages



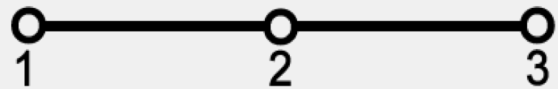
COHERENCE PRINCIPLE¹

- Just the facts
- Only relevant imagery



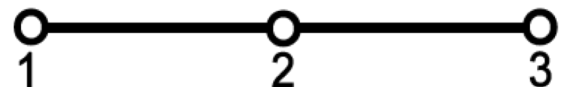
MULTIMEDIA PRINCIPLE¹

- Uses relevant graphics
- Graphics support text



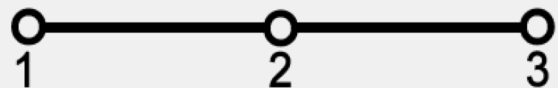
CONTIGUITY PRINCIPLE¹

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



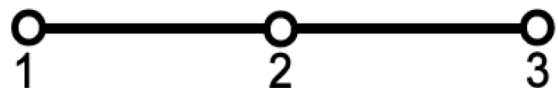
HEADINGS

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



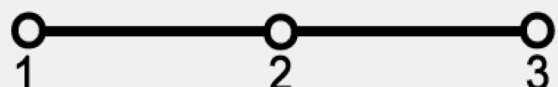
READABILITY

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



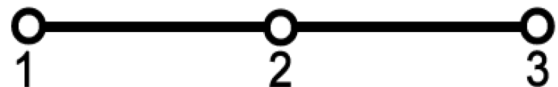
FLOW

- 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



1. Clark RC, Mayer RE. *E-Learning and the Science of Instruction: Proven Guidelines for Consumers and Designers of Multimedia Learning*. 4th ed. San Francisco, Calif: Jossey-Bass; 2016.