

WECAN-YA Poster Competition Judging Criteria

Focus (15%): Sustainability is a very broad topic. As part of this broad topic, what are the specific problem and/or opportunity on which your poster focuses? Provide a description of the "what." Why is it an important problem and/or opportunity? Provide reasons, statistics, and so on to support the "why."

Clarity (15%): Your poster should have a clear expression and readability, which means that the images and text should work together and not against each other. The manner in which parts of the poster come together and connect is important. Does your design work together as a whole to create a clear, distinctive image and identity? Some questions you could ask yourself include the following: Is it hard to read? Do the words make sense with the images? Does the poster make a statement, tell a story, or pose a question?

Visual Appeal (15%): In graphic design, this refers to more than just pleasing the eye with pretty pictures. How well does your poster mold images and text together to convey your theme and/or message? Does your poster provide a memorable integrated composition? In other words, why will the judges (think *American Idol*) remember your poster? What makes your poster unique?

Creativity (15%): To what extent does your poster have "innovative" (new/original) ideas or strategies? Make sure that you do NOT copy someone else's work that you find on the Internet or elsewhere. Does your poster help us to look at the problem or opportunity in new ways? When someone looks at your poster, might she or he remark, "Wow, I had not thought about it THAT way before!" or "That's really neat!"

Potential Impact (40%): How well does the poster cover the topic of "Our Planet, Our West Virginia, Our Morgantown: Our Common Future"? Does the poster clearly present the students' ideas regarding innovation, their community, emerging technologies, and how those things will affect their future? Does the poster focus on the idea to "Think Globally and Act Locally?" Overall, how much of an impact does the poster make on the viewer?