**3X3 Award Overview & Evaluation Form**

**Overview:** The “3-by-3 Rule” (“3X3”) means that the main point of your poster can be understood by a viewer from **3** feet away, in **3** minutes.

**Background:** This award was conceived to encourage scientists to convey their information clearly to the public. The award is not meant to trivialize presentations into just “pretty” formats without serious content: rather, the award is designed to encourage researchers to present data and information in a simple, understandable format – a “story” – without large blocks of text. The presenter should challenge themselves to think like the viewer: is the story clearly presented with only its essential elements? Keep in mind that “viewers” include not only fellow scientists in your field, but rather the entire NEERS audience (from phycologists to geologists) and, ultimately, the general public.

Streamlining makes your story easy to understand. This understanding facilitates interaction. Many thanks to the folks at SEERS who provided the original 3X3 idea and the judging form!

NEERS will award $33 to the NEERS poster that best follows the 3X3 rule.

**3x3 EVALUATION FORM**

**Presenter name:** \_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Poster title (short):**  \_\_

|  |  |
| --- | --- |
|  **Criterion** | **\*Score** |
| 1. Does the **title** inform you of what to expect?
 |  |
| 1. Is the **purpose** of the poster obvious within about 20 seconds?
 |  |
| 1. Is the **storyline** clear and concise, i.e., do all the parts fit together?
 |  |
| 1. Is there a **logical flow** to the storyline?
 |  |
| 1. Is the story told mostly with **visual content** rather than blocks of text?
 |  |
| 1. In just a scan, are **components** obvious: goal, method, conclusion …?
 |  |
| 1. Are **only the necessary parts** included?
 |  |
| 1. **Overall ease of understanding** the poster.
 |  |
|  **TOTAL** (max = 40) |  |

**\*Score: 1-5** (1= Poor, 3 = OK, somewhat follows guidelines, 5 = superb)

**Suggestions/Comments** (to be given to the poster author):

**Judge’s name is optional** (add it *only* if you want your name revealed):

 \_\_\_\_\_\_\_\_

 Printed name Signature