

Communicating psychological theory with creative cloud express

Educational Level:

Higher Educational
Undergraduate Year 3

Subject Area (s)

Psychology

Poster					
	High Distinction	Distinction	Credit	Pass	Unsatisfactory
Presentation (20%) <i>Demonstrates care and creativity in presentation; poster draws attention.</i>	Presentation is neat, well-organised, and presented in a creative manner. Graphic elements are relevant to the content and draw attention.	Presentation is neat and well-organised. Graphic elements are relevant to the content and draw attention.	Presentation is neat and well-organised. Graphic elements are relevant to the content.	Presentation is neat but poorly organised. Graphic elements are somewhat relevant to the content.	Presentation is messy and lacking organisation. Poor use of graphics.

<p>Content (20%) <i>Demonstrates clear understanding of content and the needs of the target audience.</i></p>	Accurate and succinct coverage of relevant content. Target audience is clearly identifiable.	Accurate and succinct coverage of relevant content. Target audience is somewhat identifiable.	Accurate but lacking succinctness in coverage of relevant content. Target audience is somewhat identifiable.	Accurate but lacking succinctness in coverage of content. Relevance is not clear. Target audience is somewhat identifiable.	Neither accurate nor succinct. Target audience is not readily identifiable.
<p>Action step (10%) <i>Demonstrates an identifiable and appropriate action to be taken by the target audience.</i></p>	Action step is clearly identifiable, elegantly expressed, and appropriate to the target audience.	Action step is clearly identifiable and appropriate to the target audience.	Action step is clearly identifiable but not appropriate to the target audience.	Action step is difficult to identify and not appropriate to the target audience.	Missing an action step.
<p>Technical Literacy (20%) <i>Demonstrates technical literacy (ability to use a digital tool to achieve a communication outcome)</i></p>	A professionally produced resource that indicates successful engagement with design software to communicate psychological theory to a lay audience.	An excellent resource that indicates successful engagement with design software to communicate psychological theory to a lay audience.	A good resource that indicates partially successful engagement with design software to communicate psychological theory to a lay audience.	An adequate resource that indicates engagement with design software to communicate psychological theory to a lay audience.	Resource indicates failure to engage with design software and/or resource fails to communicate psychological theory in a format that is suitable for a lay audience.
Explanatory Statement					
<p>Rationale (20%) <i>Demonstrates thoughtful rationale of how the resource meets the needs of the target audience.</i></p>	Thorough and accurate rationale. Clearly explains how the resource meets the needs of the target audience.	Thorough rationale that is mostly accurate. Explains how the resource meets the needs of the target audience.	Minor gaps in the rationale but mostly accurate. Explains how the resource meets the needs of the target audience.	Noticeable gaps in the rationale that impact comprehension of how the resource meets the needs of the target audience.	Significant gaps in the rationale that make it unclear how the resource meets the needs of the target audience.

Content (10%) <i>Demonstrates clear and concise written expression.</i>	Excellent grammar/ written expression. Statement is between 250-300 words.	Very good grammar/ written expression. Statement is between 250-300 words.	Good grammar/ written expression. Statement is between 250-300 words.	Poor grammar/ written expression. Statement is between 250-300 words.	Statement is either less than 250 words or exceeds 300 words.
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