3-3 Award

The "3-3 Rule" generally states that the poster can be understood by a viewer from **3** feet away, in **3** minutes.

This award was conceived to encourage scientists to convey their information clearly to the public. The award is <u>not</u> meant to trivialize presentations into just "pretty" formats without serious content. Rather, the award is sincerely intended to urge presentation of data and information in a simple, understandable format – a "story" – without large blocks of text. The intent is for the presenter to think like the viewer – is the story clearly presented with <u>only</u> its essential elements? "Viewer" includes not only fellow scientists in your field, but also the entire SEERS audience, from physiologist to geologist, and perhaps, ultimately, the general public.

Streamlining makes the storyline easy to understand. This understanding facilitates interaction.

The science must still be sound, e.g., conclusions clearly stated and supported by results.

Below is the evaluation form for an award of $33 for the SEERS poster that best follows the "3-3 Rule."

JUDGING:

Presenter name: _____

Poster title (short): _____

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

*Score: 1-5, with 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