Poster Presentations

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Agenda

- **Poster Evaluation**
  - Requirements
  - Judging Criteria
  - Design considerations
- **Poster Presentation Skills**
- **Summary**

Poster Requirements

- Problem/Objective
- Background
- Procedure/Approach/Equipment
- PI's solution and its Innovation
- Personal Contribution
- Technological Importance

Judging Criteria

- **Presentation**
  - Layout, creativity, originality
- **Knowledge**
  - science, engineering and/or technology involved
- **Goals**
  - clearly stated w/focus on student contribution

Poster Design Considerations

- Color
- Text
- Block/Flow
- Audience

Poster Colors

- Use colors to attract and contrast
  - Warm: Red, yellow, orange, etc.
    - Advancing, accenting, highlight colors
  - Cool: Violet, blue, green, etc.
    - Receding, background colors
  - Opposite colors contrast well
    - Blue-Orange, Yellow-Red
  - Don't get carried away…

Poster Text

- Font Size
  - Consider Visibility at 4+ Feet Away
- Characteristics
  - Bolded, Shaded, Underline, Color, etc.
- Draw Attention, But Not Distract
- Easy to Read

Poster Organization

- Blocks/Flow
  - Logically Organized
  - Flow Sequentially
  - Movement
- Format
  - Large Areas for Major Focus
  - Small Areas for Highlights
  - Provide a Path for the Eye to Follow

Poster Organization (Cont.)

- **Narrow Topic**
  - Decide on Main Point/Objective
  - Remove Extraneous
    - Have the right information to tell the story
- **Cumulative Space**
  - Size
  - Display Method

Poster Audience

- Artistic Appeal
- Viewing Distance
  - Readable at 4-5 feet
  - Attractive at 15-25 feet
- Audience Composition
  - Staff, Teachers, PI, General Public
  - Consider Knowledge Level

Poster Audience (Cont.)

- **Content**
  - Remember the Basics
    - Don't alienate
  - Details
    - Keep the knowledgeable interested
  - Flow from General Information to Details
  - Keep the Message Clear
    - Minimize jargon and acronyms

Presentation Skills

- Body Position
  - Face the Audience
  - Relax (smile)
  - Gestures
  - Don't...
    - click pens
    - jingle coins
    - sway

Presentation Skills (Cont.)

- **Responses to Questions**
  - Succinct
  - Organized
  - Answer the Question
  - Eye Contact
  - Voice
  - Remember the Audience

Summary

- Use Colors and Fonts Effectively
- Keep Your Information Focused
- Use Logical and Flowing Layout
- Consider Your Audience
- Relax