

Guidelines for October IAP Poster Session

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September 20, 2018

Industrial Affiliates Program



Outline

- What is a Poster
- Message and Content
- Planning
- Using Design Elements
 - Text
 - Color
 - Graphs
- Presenting Your Poster
- IAP Template
 - Preparing your poster



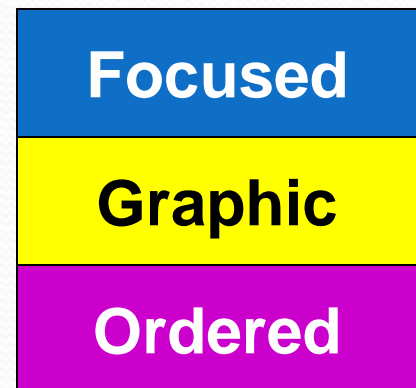
Poster Session

- Provides a forum to show off your work and discuss your research in an informal setting
 - Allows to engage in conversation with colleagues
 - Communicates your work across many people
- Your poster serves as a
 - Source of information
 - Conversation starter
 - Summary and advertisement of your work
- If a poster is not well prepared, it will receive no attention

An Effective Poster

Hess et.Al. [1] list three characteristics of effective posters:

- Focused
 - Focused on a single message
- Graphic
 - Let graphs and images tell the story
 - Use text sparingly
- Ordered
 - Keeps the sequence well-ordered and obvious



The Poster Message

- Know your message
 - Define your message before you start
 - Convey a clear message
- Support your message with images and short blocks of text
 - If it doesn't reinforce your message, *leave it out!!*
- The message: What is the *one* thing you want your audience to learn?
 - Focus on your message throughout the poster

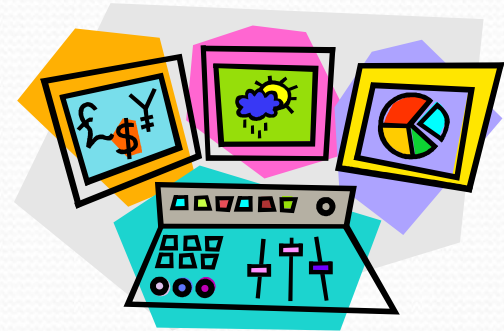
Who is your Audience?

- Three categories of readers
 - People in your field of specialization
 - People related to your field
 - People in unrelated fields
- Your poster must address them all
 - **Provide Context:** Big picture and problem importance
 - **Use Plain Language:** Make it accessible to everyone
 - **Interpret your Findings:** Meaning and relevance of your results



Poster Content

- Explain why your work is important
 - Background and Motivation
- Describe the Objective of your work
 - What drives your work? (Hypothesis)
 - What does it add to current knowledge?
- Explain your Methods and Plan
 - A cognitive map becomes handy
- Expectations, Preliminary Work, Schedule...
 - What are the most important aspects of your research you want to emphasize?



Planning Your Poster

- Create an outline of the content you plan to present
 - Fill sections with short paragraphs and bulleted or numbered lists
- Do not include lengthy paragraphs in your poster
 - Would you read an all-text poster? (Probably not)
- Use graphical information as much as possible
 - “A picture is worth a thousand words”
 - Do not overwhelm readers with complicated graphs and tables
- Do not overcrowd your poster
 - The 40-20-40 rule:
$$P = 40\%G + 20\%T + 40\%E$$
- Use space wisely
 - Adhere to poster formats and rules

Overall Design (1/2)

- Divide your content into modular components
 - Each component placed in its own “box”
 - Use columns to organize your flow of ideas
- Maintain the flow of ideas throughout the poster
 - Story telling style
- Keep your messages simple and to the point
 - The fine details are to be given by you in person
- Delete anything that is not essential
 - Reduce the clutter and avoid verbosity

Overall Design (2/2)

- Design your poster in small components

- Visually group related elements on the board
- Color
- Position
- Lines

- Arrange poster elements to keep a logical visual flow

- Top to bottom
- Left to right

Large Title

IAP Logo

Medium Sparse Text

Large Figures

Sponsors Logos

Flow



24" x 36" Poster Template for IAP Meeting in October 2018

Student Names Here, Student Names Here

Advisor: Advisor's name here
Sponsor: <<Company Name (if any)>>
Liaison: <<Industry Rep. (if any)>>

1. Introduction

The page size of this poster template is 24"x36" (portrait) format. Do not change this page size, or its orientation.

All posters are expected to be similar in size and organization, although some variability in colour could be allowed. It is recommended to use embedded colour schemes.

$$I_2 = I_1 \exp \left[\begin{pmatrix} \mu_1 \\ \mu_2 \\ \mu_3 \end{pmatrix} \cdot t \right] \quad (1)$$

2. Problem & Hypothesis

To use this template, highlight any text block and replace it by typing in your own text, or copy and paste your text from another application (paste unformatted text).

The sub-title text boxes can be moved up or down depending on how big or small your sections are. The body text / font size should be 28 points, Arial, Helvetica or equivalent.

Keep body text left-aligned, do not justify text.

The colour of the text, title and poster background can be changed using one of the supplied colour schemes.

3. Objectives

Tips for making a successful poster:

- Plan your story before you begin.
- Headings should be in upper and lower case, not all capitals.
- Do not use capitals or underline to stress your point, use bold instead.
- Leave breathing space around your poster. Don't overcrowd your poster.
- Try using photos or colour graphs. Avoid long tables or text blocks.
- Spell check and get someone else to proof-read your poster.

4. Methodology

Images such as photographs, graphs, diagrams, logos, etc. can be added to the poster. Scans are also OK if resolution is good.

The best type of image files to insert are JPEG or TIFF. JPEG is the preferred format.

Be aware of the image size you are importing. The average colour photo (13 x 16cm at 180dpi) would be about 5Mb. Do not use images posted on web pages.

5. Results

Notes about graphs...

For simple graphs use MS Excel, or do the graph directly in PowerPoint. Graphs done in other plotting programs such as Visio should be saved as JPEG or TIFF.

Year	Product A	Product B
2004	35%	24%
2005	42%	41%
2006	50%	47%
2007	63%	68%

6. Timeline

For more information on poster printing and frames contact:

Ms. Maribel Estelino
IAP Coordinator
R&E Center (Office G-133)
Phone: (787) 832-4040 Ext. 5263
Email: maribel@eae.uprm.edu
Web: http://iap.eae.uprm.edu

References

1. Nelson, P. and Peter, M. A. and Benjamin, S. The Donor's Guide to the Posters from the University of Texas at Austin. 1998.

2. B. Shaw, J. P. Shaw, J. P. Shaw, J. P. Shaw, J. P. Shaw. Donor's Guide to the Posters from the University of Texas at Austin. 1998.

3. B. Shaw, J. P. Shaw, J. P. Shaw, J. P. Shaw, J. P. Shaw. Donor's Guide to the Posters from the University of Texas at Austin. 1998.

4. B. Shaw, J. P. Shaw, J. P. Shaw, J. P. Shaw, J. P. Shaw. Donor's Guide to the Posters from the University of Texas at Austin. 1998.

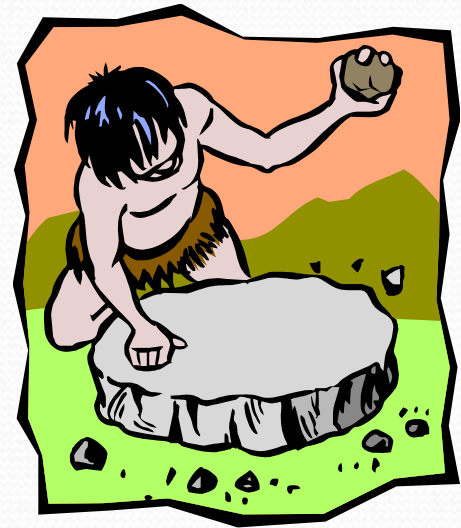
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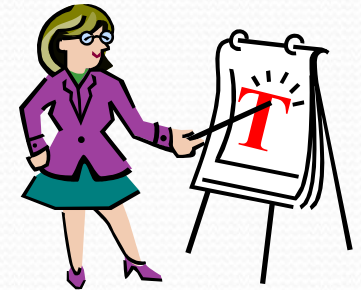
Software Tools

- The right software can simplify your poster preparation process tremendously
 - **Power Point**
 - Open Office
 - Latex
 - Corel Draw
 - PageMaker
 - FrameMaker
- Use program features to ease the poster creation



Presenting Text

- Minimize the use of text
- Create a design that can be read quickly
 - Places visual emphasis on the most important parts
 - Use large, easy-to-read fonts
- Text set in a large font
 - 16 pt minimum, 30 to 60 pt preferred
 - Select a larger, bold font for headings (possibly in multiple sizes if you have more than one level of headings)
 - Select a smaller font for details and footnotes that are not essential for understanding
 - Left justify your text
- Don't forget to spell check and proof read your text!



Presenting Graphics



- A picture is worth a thousand words
- Graphics are excellent tools for explaining procedures, describing equipment, or summarizing results
 - Avoid 3D graphs unless is for 3D data
- Use graphs, flow-charts, photographs, and diagrams to illustrate your poster
 - Create visual interest
 - Allow people to gain a quick understanding of your work

Using Color

- Color: an excellent tool for brightening up your poster
 - Visually group elements
 - Draw attention to the most important elements
 - Makes graphs & diagrams easier to read & understand
- Use color carefully and with a purpose
 - Use it for communicating information
 - Select a color palette and use them consistently
 - Avoid using more than two or three colors
 - Use light backgrounds with dark text and lines
 - A poster is a scientific instrument, not art




Presenting Your Poster


- Go to the poster session ready to talk to a lot of people
 - Opportunities for you to tell other people about your work
 - Opportunities for you to get new ideas that might improve your work
 - If people seem interested in what you are doing, engage them in conversation
 - Job interview – resume seller
 - Think ahead of time about key questions you might get asked

IAP Poster Template

- Introduction
 - Background & Motivation
 - Importance of your work
- Identify the problem
 - What is your hypothesis?
- Objectives
- Methodology
- Preliminary results
- Timeline
- References



24" x 36" Poster Template for IAP Meeting in October 2018



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Advisor: Advisor's name here

Sponsor: <<Company Name (if any)>>

Liaison: <<Industry Rep. (if any)>>

Sponsor Logo
(if any)

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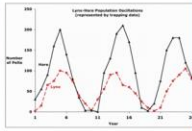
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Be aware of the image size you are importing. The average colour photo (13 x 18cm at 180dpi) would be about 3Mb. Do not use images posted on web pages.



Whenever possible, attach legends directly to your plots rather than using a legend box somewhere in the frame. This will help readers to get more exactly to your message.

5. Results

Notes about graphs...

For simple graphs use MS Excel, or do the graph directly in PowerPoint.

Graphs done in other graphing programs such as Visio, should be saved as JPEG or TIFF.

Table captions to be set in Times or Times New Roman or equivalent, italic, 10 points, to the length of the column. Caption placed on top of the table.

TABLE 1. Revenues for Products A and B		
Year	Product A	Product B
2004	35%	24%
2005	42%	41%
2006	56%	47%
2007	63%	68%

Printing and Framing

When completed, bring the poster to S-105 for printing. We will produce a Legal size draft print for you to check and proof read. The final poster will then be printed and framed.

Note: Do not leave your poster until the last minute. Allow at least 3 working days before you need it.

Your professor's IAP account will pay the printing cost.

6. Timeline

For more information on poster printing and frames contact:

Ms. Maribel Feliciano
IAP Coordinator
R&D Center (Office G-133)
Phone: (787) 832-4040 Ext. 5263
Email: maribel@ece.uprm.edu
Web: http://iap.ece.uprm.edu








References

1. Maki, F. and Perez-Solis, A. and Rodriguez-Vazquez, A., Top-Dom. Design of High Performance Sigma-Delta Modulators. Elsevier Academic Publishers, 1999.

2. B. Beker, J. Pardo, S. B. Lee and S. Arslan, "State-Based Simulation of Delta-Sigma Modulators," IEEE Transactions on Circuits and Systems, vol. 37, pp. 447-451, 1990.

3. B. Del Bar, J. Maki, S. B. Lee, and A. Rodriguez-Vazquez, "Robust Analysis of Settling Errors in $\Delta\Sigma$ Converters - Application to the Theory of High-Speed Sigma-Delta Modulators," IEEE International Symposium on Circuits and Systems, vol. 4, pp. 417-420, 2000.

Program Sponsors:

May 7, 2018

Summary Ideas (1/2)

- It takes time to prepare a poster
 - Plan ahead and start early
- A poster is a visual means of communication!
 - Exploit visual effects efficiently
- Follow the instructions for dimensions and structure
- A poster is not a manuscript on a notice board
 - Do not include an abstract
- Less is better than more: Keep it simple
- Do not lose your message in too much text or background
- This is a scientific rather than an artistic exercise
 - Use color sparingly

Summary Ideas (2/2)

- Your poster should be able to be viewed in your absence
 - Make it self-explanatory
- Graphics increase the effectiveness of the poster
 - "A picture is worth 1000 words".
 - Do not overwhelm audience with complicated graphs and tables
- A good formula for the layout is the 40-20-40 rule:
 - 40% graphics + 20% text + 40% empty space
- Attract audience attention by using a large title font size
 - Your poster should be readable at a distance of 1.8 meters or 6 feet!
- Use short sentences and bullets in your text
 - Focus on your message

Contacts

- **Ms. Maribel Feliciano**
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- **Dr. Raul Torres**
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(S-705)
Ph: (787)832-4040 Ext. 5837
Email: raul_e.torres@ece.uprm.edu
- **Poster Template:**
http://ece.uprm.edu/~mjimenez/slides/IAP_poster_template.ppt
- **This Presentation:**
http://ece.uprm.edu/~mjimenez/slides/IAP_poster_talk.pdf



Planning & Logistic



- Poster Session
 - Place: Colegio de Ingenieros Mayagüez
 - Date and Time: Thursday Oct. 4 from 10:30 AM to 3:00PM
 - Breakfast & Lunch at Luch Room Colegio de Ingenieros
- Poster Printing
 - Sent to both: victor.asencio@upr.edu & fernando.aria@upr.edu
 - Office at LARSIP, R&D Center Room-221, Ph: 787-832-4040- 5295, 5299
 - **Due on or before Tue. Oct. 2 @ 11:59AM**
 - Pickup at CID-221 on Wed. Oct. 3 from 8:30AM – 4:15PM
- Poster Mounting
 - Oct. 3 from 3:00 – 4:30 PM in Colegio de Ingenieros Mayagüez
 - Poster Mounting Order at IAP web page: <http://ece.uprm.edu/iap/>
 - Contact & Logistic: Ms. Maribel Feliciano (maribel@ece.uprm.edu)

References

- [1] Hess, Tosnei, and Liegel, “Creating Effective Poster Presentatons”, North Carolina State Univ., available at www.ncsu.edu/project/posters, last retrieved Oct. 2012
- [2] UPJ Space, “Guidelines for Poster Preparation”, Univ. of Pittsburg, available at www.pitt.edu/~etbell/upj-space/PosterGuide.htm, last retrieved Oc. 2012
- [3] School of Chemical Engineering and Advanced Materials, “Poster Presentation of Research Work”, Newcastle University, available at lorien.ncl.ac.uk/ming/dept/Tips/present, last retrieved Oct. 2012
- [4] Miller, Johnson, and Weaver, “Expanded guidelines for Giving a Poster Presentation”, American Society of Primatologists, available at www.asp.org/education/howto_onPosters.html, last retrieved Oct. 2012