

36-402 Advanced Data Analysis II Tuesday, 10 April 2007

The Poster

One of the deliverables required of you for satisfactory completion of 36-402 is the poster. For **Tuesday, 24 April 2007**, we ask that your research group submit (electronically) a **rough draft** of the poster you plan to present at the **Wednesday, 09 May 2007 “Meeting of the Minds”**. Today we will have a discussion about the physical requirements of the poster as well as qualities of an effective scientific poster.

Physical Considerations

Size

The following Guidelines for the Poster Presentation are provided on the Undergraduate Research Office’s website (http://www.cmu.edu/uro/Symposium_presentation_guidelines.htm)

Poster Presentations

On the day of the Symposium, you will be given an easel and a 3’x4’ piece of foam board and push pins. You will have time to set up your poster the morning of the Symposium, and you are expected to take it down after the Closing Reception. We will assign you a time to stand with your poster and answer questions.

Usually, the foam board is placed in landscape orientation on the easel. This means that the “height” of your physical poster should not exceed 36”. Note that many large format printers require that one dimension be less than 40”. A common poster size is 40” wide by 30” high and will fit nicely on the foam mounting board.

Printing

At academic conferences, many presenters choose to construct their poster from a sequence of $8\frac{1}{2}'' \times 11''$ “slides” printed on a standard black and white or even color printer. This method has the benefit of flexibility and convenience, as many people have free access to these types of printers. Others opt to print the poster as a single piece on a large format printer. This method comes at a much greater monetary cost and a lack of convenience. We ask that you explore the possibility that through your campus affiliations, you may have discounted access to a large format printer. For the general campus community, there are at least two large format printing facilities:

Photography & Graphic Services

<http://www.cmu.edu/upgs/pgs/largeformatguide.html>

Printing & Mailing Services

<http://www.cmu.edu/printingmailing/printing.html>

Note that different printing facilities require your poster and the figures within the poster to be provided to them electronically in very specific formats and resolutions. You are *strongly* encouraged to plan ahead, shop around, and investigate the most efficient means of printing your materials for the message you want to convey at the Symposium.

Guidelines for an Effective Scientific Poster

A quick search of the world-wide web will reveal many websites that contain advice and even nice L^AT_EX and *Powerpoint* templates to aid in your construction of an effective poster. However, please also review the following talking points, which were gleaned from our own poster making experiences, as well as a journal article on the subject by [Matthews \(1990\)](#) and a web article provided by the Society of Industrial and Applied Mathematics (<http://www.siam.org/meetings/guidelines/poster.php>). For examples of some highly effective statistics posters, please take the time to walk around the Baker-Porter 132 Office Suite to view some recent posters constructed by your colleagues here at CMU.

Purpose

- Outlines a piece of work.
- Stimulates both interest and discussion.
- Tells a story.
- Facilitates quick understanding.
- Material can be absorbed at a “reader selected rate.”

Content

- Concise.
- Chunked paragraphs.
- Lists.
- Icons.
- Coherent: IMRAD.

Layout

- Serif fonts.
- TITLE (all caps?).
- Flow: Horizontal or Vertical.
- Prominent use of graphics.
- “Golden Rectangle”.
 - Key points in center window.
 - Supporting material arranged around it.
- Color (don’t overdo it).