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| rizona NASA Vertical Text | **TIPS FOR EFFECTIVE POSTER DESIGN** |

# **WHAT TO EXPECT\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

# This year, each ASCEND team will give one PowerPoint presentation (10 minutes total per team which includes ~7 minutes for the presentation and ~2-3 minutes for questions) in addition to creating/displaying one scientific poster per team during the Arizona Space Grant Symposium.

PowerPoint presentations will be given during an “ASCEND” session Saturday morning (approx. 8:30-9:45AM). The poster session will occur during a mid-morning break (approx. 10:30-11:15AM) so that all Symposium attendees can attend (i.e., no other sessions will be scheduled at this time).

***Setup*:**

Posters will be printed, mounted, and displayed on an easel by the UA. Teams are *not* responsible for printing and bringing their own posters to the Symposium, but are responsible for submitting a PDF copy of their poster by the deadline.

Each team will be assigned a poster number in late March. It is highly recommended teams add this number to their PowerPoint. For example, on the last slide of the PowerPoint, teams may want to add… “Come visit Poster 3 for more information about this project”.

The Poster Session will occur in a large hallway where the Symposium check-in table will also be located. Poster numbers will be attached to an easel in this space on Saturday morning before the start of the Symposium. Take a look at the location of your team’s easel so you know exactly where to go during the poster session. The Space Grant management team will put up posters ~10:00AM before the start of the poster session.

***During***:

Once all ASCEND teams have presented their PowerPoint presentations, they will be dismissed from their session to prepare for the poster presentation portion of the event. Make sure to be prompt and prepared for the start of the session at the time it is scheduled to begin.

Expect students, mentors, and general Symposium attendees to be walking around the room and asking questions about your poster and work. Oftentimes, people will not read the entire poster, but rather pinpoint something and ask a question about it. Remember, you are the experts on your own project!

The entire ASCEND team does not need to stand by the poster the entire time. You are encouraged to walk around, get a snack, take a break, and visit other posters. However, it is recommended that at least two members of the team be by the poster at all times.

***After***:

Posters will be displayed for the rest of the Symposium so that attendees can view them during lunch, breaks, etc. Once the Symposium is over, each team will be asked to take their poster back to their respective College/University. Posters will be rolled into poster tubes for each team, labeled, and waiting for a team member or mentor to pick them up at the Symposium check-in table.

# **DISPLAY\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

The poster should attract attention and convey information, however, it must clarify the work presented. Language should be simple and descriptions brief. Jargon should be avoided. Necessary technical terms should be defined. Spelling and grammar must be correct. All text should be large enough to be read from a distance of 4 to 6 feet.

Photographs, drawings, charts, tables, or graphs should be simple, well-organized, and carefully chosen to quickly explain complicated technical concepts to a wide audience. These demonstrations, however, must clarify the work presented, not simply attract attention.

# **DATA VISUALIZATION\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

***Effective communication:*** Clear presentation of results through visualization

* **Results:** Intended message is communicated clearly to a wide audience
* **Independent message:** Visualization tells a story with limited (or no) support from other poster elements
* **Fair representation:** Data are accurately represented without distortion and message is consistent with other poster content

***Creativity and innovation:***New direction in field/approach to visualizing the data

* **Significance of graphic to research:** Clearly conveyed by the visualization
* **Innovation:** Visualization itself is innovative and creative
* **Inspiration:** Provocative, compelling, and memorable content, message, or design
* **Unique approach:** Representation of data is bold and original

***Design and aesthetics:*** Appropriate use of color and design

* **Title, headings, labels:** Appropriate size, location, spelling, and content
  + Remember, there will be several posters at this event. Which College/University is your team from? What is your team name? Distinguish yourself from the other posters.
* **Choice of visual:** Appropriate for the audience and the message being conveyed
* **Citing sources:** All images not created by the team are cited correctly.
* **Design:** Aesthetically pleasing, limited clutter, good use of color contrast
* **Text:** Not too text-heavy; text should be broken apart by headers, visuals, etc.
* **Clarity:** Appropriate balance of function and design

**Acknowledgements**

The Arizona Space Grant Consortium logo needs to be on the poster. For additional logos and information on how to accurately acknowledge NASA Space Grant and NASA, visit: <https://spacegrant.arizona.edu/about/logos>