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

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

Each ASCEND team will create and display a scientific poster to present as a group at the Arizona Space Grant Student Research Symposium. All posters will be presented during an ASCEND Poster Session. The 45-minute poster session will occur during a mid-afternoon break so that all Symposium attendees can attend (i.e., no other sessions will be scheduled at this time).

# ASCEND teams may also optionally choose to present one Symposium PowerPoint presentation (10 minutes total per team which includes ~7 minutes for the presentation and ~2-3 minutes for questions) in one of the Symposium sessions. However, this document specifically focuses on poster design tips. For PowerPoint design tips, please see the “PowerPoint Presentation Preparation” document linked on this webpage.

***Setup*:**

Posters will be printed, mounted on foam core, and displayed on an easel by Arizona Space Grant management. ASCEND 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 so that it can be prepared on their behalf.

The ASCEND Poster Session will occur in a large ballroom. The Space Grant management team will put up posters on behalf of the ASCEND teams before the start of the poster session. If ASCEND teams have anything to add (such as their payload for display) please make sure to arrive early to the session.

Each team will be assigned a poster number in April that corresponds with their poster placement in the Symposium ballroom. A general map of the poster placements will be sent out before the Symposium. For teams that choose to also present a PowerPoint, we suggest teams add this poster 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”.

***During***:

Make sure to be prompt and prepared for the start of the poster 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. Instead, we suggest rotating responsibilities so that everyone gets a chance to talk to attendees in addition to getting a snack and visiting other posters. However, it is recommended that at least three 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 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 with the school and team name, 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>