

POSTER MADNESS AND DESIGN

INFO 490 Informatics Capstone

Winter 2008

The Information School will hold its annual Capstone Event on June 6, 2008. Along with students from the MSIM program, you will present your capstone work as a poster.

February 20: Poster Production and Sketching

Dowell Eugenio will visit the class to explain the process for designing and printing posters and show some outstanding posters from past years. Posters are sized at 40" x 32". PowerPoint is a good tool for making posters.

After Dowell's presentation, we will break into groups and sketch posters on paper. Then, each team will present their sketch and receive some feedback.

To prepare for this activity, **please bring the following:**

1. Chunks of text you might use (use a 24-point font or greater)
2. Lists of objectives, steps followed, key findings, next steps (use a 24-point font or greater)
3. Tables of data
4. Images, maps, or figures.

We will bring poster-sized paper, markers, scissors, tape, and other stuff for sketching your posters.

February 27: Poster Critiques

Each group must 1) Send a PowerPoint slide of their poster to Braden AND 2) Submit the same slide to the course drop box by **FEBRUARY 26 at 5 pm**. In class, the posters will be projected, Dowell will give feedback, and we will briefly discuss them.

March 14 (at 5 pm.): Final Poster

Each group must submit their final poster to the online course drop box. No late posters will be accepted. Posters should be PowerPoint or PDF files that are ready to print.

What your poster should include?

Consider the context. As people encounter your poster, they will be wandering, mingling, and juggling Hors d'oeuvres and drinks. They will have lots to look at, and won't want to spend too much time on any one poster. Reading a poster in-depth in such a setting is not easy! Thus, your poster should draw a person's interest and trigger questions and conversations – it can't tell the whole story in all its detail. Some things to consider:

- Introduce your invention or research, describe the methods, show some results, and tell the viewer what's important
- Tell a coherent, interesting narrative, but prioritize (less is probably more)
- Use visuals effectively (e.g., sketches, images, graphs, prototypes, scenarios, personas, timelines, maps, cartoons)
- If one makes sense for your project, include an environmental or social ripple
- Attend to detail
- Convey passion and polish!

Find some more guidelines here:

<http://www.washington.edu/research/urp/courses/posterdesign.html>