Advanced TM Project: Part IV

Excited to read your papers of Part III! In this final part, you will turn your paper into a poster, which you would present at a conference for example. The goal of the poster is to make the results of your work easy to understand: imagine a conference where fellow researchers are walking past your poster, and only you want to catch their attention and convey the essence of your work in just a few minutes. As such, creating a good poster is mainly a design and communication task.

- Submit by Thursday, 14.5 at 1015 AM, by email to <u>colic@ifi.uzh.ch</u> a PDF called `color_poster.pdf`.
- The format of the PDF contained therein is A4 landscape, with a resolution of 300 DPI (so it could be theoretically printed).
- You are free to choose whatever design you like (but I recommend you stick to the recommendations below). You are graded, however, on the following criteria (1 point each):
    - **Key Message**. Does the poster allow for the key message to be understood at one glance?
    - **Flow**. Does it explain how you arrived at this key fact and does it lead the flow of the reader?
    - Is it **visually pleasing**?
    - **Figure**. Does it contain at least one figure specifically for the poster, which visualises the results of your paper? Make sure this figure is easy to understand, easy to read, self-explanatory (by the means of a legend, for example) and that axes, if you use any, are labeled.
    - **Affiliation**. Does it provide means to learn your affiliation (in this case, the University of Zurich) and give acknowledgements to the organisations who helped you? (In this particular case, you did it all on your own, but normally you'll state who funded your project. So this time, just explain that this is the outcome of a student project.)

Designing a Poster

You are free to use whatever design you feel is best. There are less rules about posters than about papers; there's no standard way. The information below draws heavily from the ideas of Mike Morrison, a UX researcher from Michigan State University[1].

- Regrettably, it is easiest to create a poster in PowerPoint (or OpenOffice or Google Slides). Conceptually, it is nicer to create it in LaTeX or Adobe InDesign, but these have a steeper learning curve. I recommend you use a piece of software from the former set.
- Researchers at a poster session have a limited amount of time. When they walk past your poster, you want to make sure they get at least the key finding from your research.

→ Identify the **one piece of information** from your research, and condense it to a **single sentence** in **plain language**. For example: "New adverse drug reaction in elderly people can be automatically discovered by mining electronic patient records".

- Place this sentence in the middle of your poster, which is where any one walking past is most likely to look first. Make sure you use a font that's large enough to be seen from 3m away. (That's really large.)
- Underneath, add one graph that underlines your claim; a visual representation of your finding. Refrain, however, from excessive use of icons that distract it.
- In a side bar, add more information that substantiates your key information (tables etc.)
- In a second side bar, explain concisely how you arrived at this key information: Basically a 300 word summary of your paper with an Introduction, Method and Result section.
- Add a section listing your contact information, affiliation and acknowledgement. You could upload your paper to your github profile and create a QR-Code that links it.
- Finally, make sure your poster follows basic design principles:
    - Use at most two fonts: a sans serif such as Arial for large text and titles, and a serif font such as Times for text blocks.
    - Use colours, but use them sparingly. Add a background colour to make your text pop, but use tame colours (pastel or dark shades). Use accent colours sparingly. Overall, don't use more than 4 different colours. Text should always be black (or a dark gray), and have ample contrast with the background.
    - Use alignment of text boxes to guide the reading flow.

---

[1] https://twitter.com/mikemorrison