EEE6505   Transferable Skills for Engineers

Aims of a poster

- to attract attention
        -> size, colours, logos, pictograms, images etc.
- to present information in form of an overview
        -> choose level of description according to audience,
            show main results, use appropriate plots,
            guide the reader from introduction to conclusion
- to initiate discussion
        -> show those results that you think are worthwhile,
            include enough data to prove their soundness but omit
            less relevant details (you can provide those in the poster
            session)
- to provide a means for future contact
        -> include full address and/or e-mail

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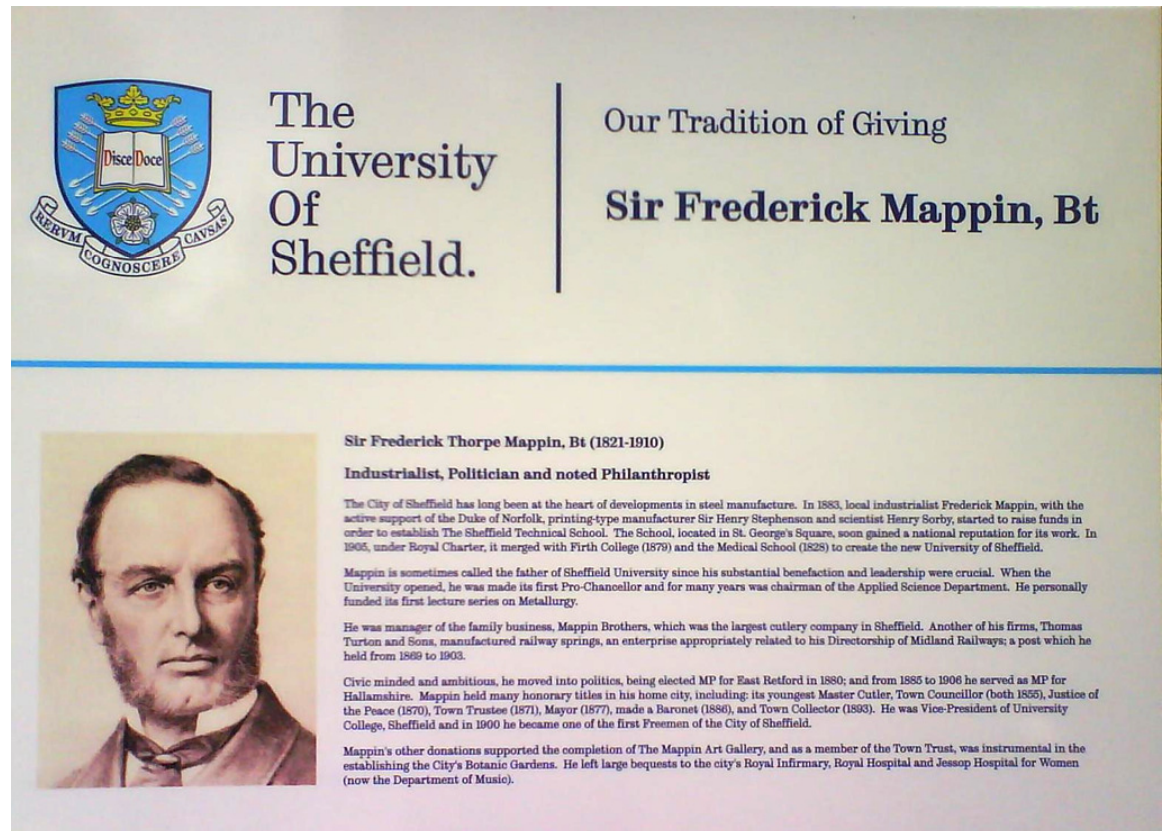
Points of attention

- layout:
  - -> brief introduction and conclusion, sufficient experimental or theory section and longer results section
  - -> include figures (images, graphs, plots) and provide captions
  - -> label axes clearly
  - -> use appropriate font size – don't squeeze text into corners
- content:
  - -> show your measured or simulated data!
  - -> the discussion of the results will have to remain brief
- language:
  - -> clear and brief statements
  - -> may use bullet points instead of full sentences
  - -> define acronyms used

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Have you seen the new plaques for the Mappin Building?
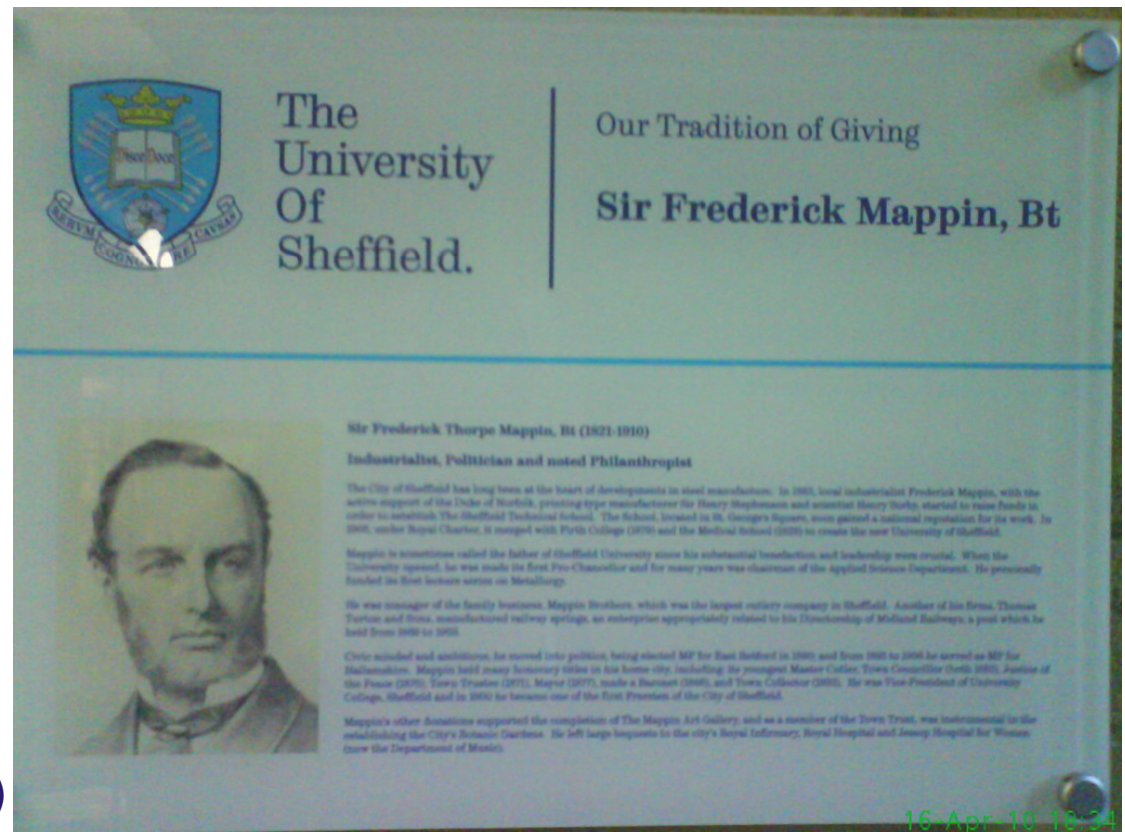

outside

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So, what's awkward with the new plaques for the Mappin Building?

- university logo is too big
- font for body of text is far too small (illegible); sentences are too long
- poor use of space where the headings take ~40% of the total space while a significant portion is left blank
- glossy glass front panel produces unwanted reflections (inside) while colours may fade out in bright sunlight (outside)

inside