

# Some Structural Guidelines for CS MEng Posters

Student: Daniel Page, Supervisor: Dr. Andrew Calway, Project Type: enterprise

University of Bristol, Department of Computer Science

## Introduction

It is hard to give generic advice about what form your poster should take, since each project relates to a different topic and each student will be at a different stage wrt. completeness. Therefore, the best approach is to focus on the underlying aim of the poster presentation: essentially the intention is for you to get early, objective opinions about your work and then (ideally) improve it as a result.

With this in mind, one idea is to

1. think about how to explain your project to someone, and questions you might want an answer to or opinion on,
2. consider the poster as a set of slides, which support an elevator pitch<sup>a</sup> for either the technical and/or business plan part, then
3. focus the poster content on the part you feel you need the most input on.

Another approach is to adopt standard advice about developing research posters<sup>b</sup>, then produce a stand-alone result that summarises your project (see examples on walls throughout the MVB). Either way, the blocks below attempt to outline some potential examples of content.

<sup>a</sup>[http://en.wikipedia.org/wiki/Elevator\\_pitch](http://en.wikipedia.org/wiki/Elevator_pitch)

<sup>b</sup><http://www.ncsu.edu/project/posters/NewSite/>

## 1. Project Outline

Example content could follow initial specification, and might include:

- ▶ an outline of the problem context,
- ▶ a description of the central challenge,
- ▶ an overview of the direction (within the possible options) you have opted to take, and
- ▶ a concrete list of aims and objectives.

## 2. Business Plan/Research Proposal

Example content might include:

- ▶ identification and analysis of a market,
- ▶ proposed product/service portfolio,
- ▶ ideas about development and protection of IP,
- ▶ proposed company organisation, and
- ▶ estimates for start-up and recurrent costs.

## 3. Preliminary Results

## 4. Progress and Status

Example content might include:

- ▶ a list of complete and incomplete aims and objectives,
- ▶ a list of open questions or problems, and
- ▶ your plan for completing the project, inc. required deliverables.



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