

HOMEWORK 3 (Poster Presentations)

1. Pretend that will be participating in a Data Conference and have a booth there. In your booth you should have a **poster** to “hook” the visitors who are passing by to stop *at your booth*. You should also have an in-depth **interactive** material for those who do stop by. Thus, your assignment consists of **two parts**, please read below.

2. You starting point for the poster is either the presentation (7 slides min) or the poster that you or your team have created in the past, related to working with data. Again, if you present your poster in a group, at least one student in the group needs to be the “original” owner of the slides or of the poster.

3. Presentation is in Class. Starting point is **135** points.

4. You will work in groups of 2-3 students (3 max!) or on your own, you need to **email your group preferences** to the TA I identified.

5. Your overall presentation time (Part 1 + Part 2) is 4min for a group of 2 students and 6min for a group of 3 students. That way, every student must present approx. for the same amount of time.

- **Part 1 of the** presentation should be 2-4min, depending on the number of students in your group
- How much clutter is there? ONLY key and critical information should be included! See Chapter 3 in the book on *how to eliminate the clutter*!

MUST use materials for your Poster (otherwise points deducted)

1. “Original” slides or the poster you or your group member created in the past
 1. Deck or poster you (or your team member) created some time ago that you can share!
 2. 7 slides minimum if the slide deck is the starting point for the poster.
 3. If other people were involved, check if you need to ask their permission to share!
 4. 30 points will be deducted if your presentation does not include the poster (e.g. just slides are presented)
2. The book "Storytelling with Data" by Cole Nussbaumer Knaflic.

- While working on your poster and deciding on visuals, use information from the book, Chapters 2 (already used previously!), 3, 4, 5, 6 and 8
 - Up to 30 points will be **deducted** if materials from all these Chapters are not used, with special attention to the new chapters.
 - Chapter 9 (case studies) are optional but highly recommended
3. What you learned from **this video**
- <https://www.youtube.com/watch?v=1RwJbkhCA58>
 - 30 points will be **deducted** if video is **not** utilized.
 - QR code mentioned in video doesn't need to take so much space.
4. Slides by Dr Purna in Reading folder on Canvas about the Posters.

Part 2 is about using an **interactive approach** to supplement your poster so that your audience can follow your demo (e.g., using a website you create, or interactive demo, etc.). BE CREATIVE!!!

- Part 2 should be between 1-2 minutes
 - Included in overall, 4-6 min presentation, depending on number of students in the group
 - 10 points will be deducted if Part 2 is less than 1min or more than 2 minutes

PRESENTING YOUR POSTER

- When presenting your poster, you **must** articulate how you made decisions on your updated approach, including your visual choices (for examples, you can refer to the book or the lectures) including **showing side-by-side 1-2 major decisions you made**. (No need to show small updates!).
- You are expected to use **between 30sec and 60 sec** to show the updates (showing and comparing “before” and “after”) you made.
 - Up to 30 points will be deducted if that comparison & the updates made are not clear
- The visual choices you made will be evaluated (and voted on), specifically:

- Is your presentation more visually captivating for your conference audience (vs the “original” slides or poster)?
- How quickly your audience can grasp the main idea you are presenting?
- Is your visual effective enough, meaning how easy it is to read your graphs and visualizations as related to the story you are telling? (See the book!)
- How much clutter is there? ONLY key and critical information should be included! See Chapter 3 in the book on *how to eliminate the clutter*!