Design Advice:

1. Fewer words, More *descriptive* figures
    a. Bad Idea: cut/paste words from paper!!
    b. Better: Keywords or brief phrases.
    c. Best: descriptive figures (2 to 1 ratio of figure-descriptions to word-descriptions)

2. Focus: One main take-away; 2 to 3 secondary take-aways
    a. Poster version: Eye Catcher result
        i. Center figure to get attention (poster)
        ii. Conveys your one biggest single takeaway
    b. Main purpose of presentation: "Why should anyone care?"
        i. If conference: Generate possibility for paper to have wider impact
        ii. If research team: update, prompt discussion, and help team make better decisions fo next steps.
        iii. Common student mistake:
            Design as if purpose is documentation of <u>what was done</u>.
    c. Stay aware: Concise depiction of take-away; not style of ad/marketing (but most students don't do enough making it accessible and clear)
    d. Visually interesting talking points (i.e. cluster plots)

3. Multi-Ingestion Design: try to make effective for different scenarios multiple ways
    a. Poster: Can be presented well in 5 minutes
        i. If interactive audience then go longer
        ii. (Possible) Have longer speech prepared
        iii. Accessible on its own for a reader/passerby

4. Familiar Sectioning: should generally have the same sections as the paper
    a. intro/motivation/methods/conclusion
    b. Maybe skip over background/related works section unless very similar
    c. More accepting to visually display methods ("Flow-chart-y")

5. Link to paper

    a. QR code
    b. Copy of paper
    c. Talk with other researchers that are possibly interested in your work

Practice with real people that don't know what you're presenting.

Keep in mind:

1. People are seeing a lot at once, you're competing with a lot of distractions
2. Communicate one major takeaway so they remember your work (and hopefully look it up)
    a. Result or method highlighting key idea
3. Colors/highlighting/contrast/etc may be helpful to get attention
4. Somewhat insightful article

Standard NLP/AI Slides/Poster Sections

- **Introduction**
  Why is your application important?
  Why should one care?
  What research areas are you attempting to cover and briefly how do you cover them?
  Is there a particular technical challenge/problem you attempted to solve?
- **Background**
  What methods or ideas have you built on?
  Any background on the topic what one might need to know to understand the application?
- **Methods (4 - 6 paragraphs + figure + model card)**
  How did you do it? Which methods?
  Which settings / hyperparameters?
  Be sure to make clear how the frameworks and concepts were used.
    - **Data (Either in methods or Beginning of evaluaiton)**
      What did you use? What was the population your data came from? What were the assumptions?
      How much was there (documents, words, people, groups, etc… all counts)?
      Were their labels?
      Include descriptive statistics where helpful. Anything else we should know?
      Cover the content of a model card (see figures 2 and 3 in the model card paper for examples; It should be roughly a half-page of content):
- **Evaluation/Results (3 - 5 paragraphs and >3 tables + figures)**
  What were you results?
  How accurate were they?
  What insights were derived?

Did you analyze what sort of mistakes it made? Examples of output?
Anything to demonstrate unique aspects of the approach?
Be sure to think of strong ways to present the results. Each figure should have a point it is trying to convey. Your figures / tables together should tell a logical story from first to last. ← often it is good to start by laying out the figures and tables for the narrative.

- **Conclusiona**
  Summarize the take aways
- **References**
  Be sure to cite and add a reference for any ideas, data, or tools you are using or building from. All figures, quotes, or rephrases from articles, websites, research papers (anyone else) should be cited.

Examples

- Posters: 1 2 3
- Slides: 1, 2, 3