egr 201

Ira A. Fulton Schools of Engineering
Arizona State University

FINAL PROJECT POSTER

Due Date: Tuesday, 11/26, by the start of class
Team Assignment
Points: 20

Your Task:
Create a poster for the EGR 201 Innovation Showcase, which will take place at South Valley Junior High School (SVJHS) on Thursday, 12/5, 9:00am – 11:00am. Your poster should communicate information about your project that you think will be relevant to the teachers and students at SVJHS, who will be your key audience during the showcase. This information could include, for example, the learning goals of your prototype, information about how you built your prototype, creative ways to draw people over to your "exhibit", etc. The prototype itself will also be there, so the poster **does not** need to serve as a substitute for it; rather, the poster should **complement** the prototype (i.e., provide information that is not available from simply interacting with the prototype).

Submit a PowerPoint or PDF file of your poster to the course Canvas site. Posters submitted by the due date will be printed at the ASU Print and Imaging Lab (http://print.asu.edu). Printing your poster and transporting it to the showcase will be coordinated by your instructor, and costs for your poster will be covered by the course, i.e., you will not need to consider those costs in your project budget. Posters not submitted by the due date will become the responsibility of the team to purchase, print and transport to the showcase.

Poster Requirements:

- Use a single large slide in PowerPoint to create your poster.
- The poster should be **23" x 35"** in dimension and may be in either landscape or portrait orientation. There are poster templates that are the correct dimensions posted on the course Canvas site; you may use either of those as a starting point (though you do not have to).
- The EGR 201 and Fulton Schools of Engineering (FSE) logos (also posted to course Canvas site) should be included on your poster, but can be proportionally re-sized.

Some tips for creating your poster are contained at the end of this document. Additionally, some nice example posters from previous EGR 201 projects (and elsewhere) are posted on the course Canvas site. You should also feel free to ask the instructor for input and feedback on your poster during class working time and office hours.

How Will You Be Graded?
20 points: research, testing, & evaluation (CO)

- (5 pts) The poster complements the prototype (i.e., does not repeat information easily gleaned from interacting with the prototype itself).
- (5 pts) Pertinent information related to the context of the project (such as the specific subject / topic the project is focused on) is included within the poster
- (8 pts) The poster is comprehensible, visually appealing, and of similar quality to the examples provided on the course Canvas site
- (2 pts) The poster includes the EGR 201 and Fulton Schools of Engineering logos available on the course Blackboard website

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EGR 201 TIPS FOR POSTER CREATION

1. **Images** – Give preference to using vector art over bitmap graphics. Standard images have a set resolution, which can look pixelated when blown up. Vector art, on the other hand, uses vectors to define itself. This means they will look the same when blown up onto a large poster. To find vector art on Google, add on "filetype:svg" to the end of your search
2. **Font** – Font sizes can be deceiving when designing your poster. 12-point font on a large formatted poster will be the same physical size as if you printed 12-point font on an 8.5"x11" piece of paper. Play around with text sizes and print them on standard printer paper to find out which size works best for you. Guests within about 3 feet of your project should not have difficulty reading text on your poster.
3. **Keep It Brief** – Do not clutter your poster with text. Your poster should clearly get your idea across to your audience without bogging them down with too much information.
4. **Design for varying types of guests** – There are many types of people who will view your prototype and accompanying poster, and they will approach it in different ways. Listed below are a few of those types:

   A. **The Skimmer**
   The Skimmer is a person who comes by long enough to understand the basics about your project. In addition to checking out your prototype, they will read your title along with any other text written in a prominent font. They will look at your pictures and tables. Then they will move on. They will probably not talk to you at all. You should consider communicating your basic premise and results in a large, easily accessible font to appeal to this type of audience. If you do this effectively, some of your Skimmers may become Readers.

   B. **The Reader**
   The Reader is either a converted Skimmer or somebody who has an intrinsic interest in your topic. In addition to checking out your prototype, they will spend more time with your poster and read most or all of the text. They may ask clarifying or follow-up questions. The Reader would like to be able to come away with a basic understanding of your project even if they do not get the chance to interact with you very much.

   C. **The Chatter**
   The Chatter will walk up and ask about your prototype, "What did you build here?" You will explain the basics of your project multiple times during the innovation showcase. You should not only think about the best way to explain your project verbally, but you should design your poster to serve as a visual aid to you during this explanation rather than just asking visitors to read.