

ENGR 101/ ETCS 101 - Fall 2004

ETCS Poster Design Competition

The ETCS Poster Design Competition is intended to achieve the following objectives:

- Provide ENGR/ETCS 101 students with experience in visual communication, needs assessment, and creative conceptual design
- Improve the IPFW community environment by asking (generally first-year) students to carefully examine the campus for enhancement opportunities

Students, working in teams of two or three people, should include the following elements in their posters: (a) the **situation** on campus that needs to be improved, (b) the original **design solution** that has been developed by the team, (c) the **expected impact** of this solution on the campus community, and (d) the **estimated cost** of the proposed solution.

All proposed design solutions must cost **no more than \$1000** (est.), including materials and labor. During the week of November 29 to December 3, 2004, posters will be displayed in the ETCS Building Lobby for review and comments by the IPFW community. Posters also will be formally evaluated by a committee of IPFW faculty and staff. Up to three designs will be implemented at IPFW, based on these reviews and evaluations. A letter size draft (computer or hand-drawn) of the poster should be handed in to the instructor during the week of November 15-19, 2004 for feedback comments.

Posters often are used at professional society conferences to convey information in a concise and effective manner. In preparing a poster, you may find the following guidelines to be helpful¹.

- Identify key points in terms of the needs of the audience; remember, you only have the viewer's attention for a very short time – make it count!
- Each element or section in the poster should be self-contained and labeled (for example, backgrounds of each section could be distinguished by color-coding)
- Include all necessary sections in your poster (items a through d given above)
- An effective proportional layout for posters is 20% text, 40% graphics, and 40% empty space.
- Use appropriate visual elements (graphs, photographs, diagrams) to enhance clarity and aesthetic appeal
- Visual cues can be provided to the viewer through the layout and sequencing of elements
- Use a descriptive title! Letters should be at least 2 inches (50 mm) in height
- Identify all members of the team!
- The poster should be quickly readable from a short distance
- Use an open and uncluttered layout

¹ Partially adapted from materials developed by Dr. Barbara Knaypes and St. Cloud State University.

- Include a list format or ‘bullets’ whenever appropriate to make the poster more ‘scannable’
- For greater readability, do not exceed 60 characters per horizontal line
- Use a consistent writing style (nouns, verbs, phrases)
- Always avoid possibly offensive terminology and language
- Do not duplicate or repeat information in a poster unless you wish to emphasize a point
- Headings: use a sans-serif **bold** typeface (i.e., Geneva, Helvetica) with font that is larger than that used for text
- Text: use a plain serif type face (i.e., Palatino, New York, Bookman); emphasize key words by underlining or using **boldface**, and not by changing font or using *italics*
- Use simple words and short sentences
- Use lower case font for most text to enhance readability
- Do not use hand-printed lettering, construction or tissue paper, or poor graphics; your poster should be professional in appearance and content!
- Create a reduced (scaled) ‘mock-up’ of the final poster and test this mock-up on potential audience members.
 - ✓ Have you achieved clarity and logic in the design and flow of information in the poster?
 - ✓ Is the poster aesthetically pleasing?
 - ✓ Are all elements in the poster mutually supportive of one another?
 - ✓ Does the proposed solution satisfy the needs of the client population?
- Complete your final poster and **PROOFREAD IT!!** Can it be read easily from a distance of 5 feet?

Poster boards (one per team) will be provided by the School of Engineering, Technology and Computer Science. Each team may obtain a blank poster board from the Office of the Dean after November 15, 2004.