

# Poster Presentations

ME 410  
Spring 2010

Thomas F. Wolff, Ph.D., P.E  
Associate Dean of Engineering  
for Undergraduate Studies  
[www.egr.msu.edu/~wolff](http://www.egr.msu.edu/~wolff)



## Overview

- What happens at a poster session?
- What grabs our eyes, and why ?
- Nuts and bolts – the basics
- Fonts and their “message”
  - What to use when, leading, justification
- Tables and Graphics
- Critiquing some examples



## Poster Sessions

- Conferences may have posters, presentations, and published papers
- What happens at a poster session?
  - Often used for “works in progress”
  - People wandering around (sometimes with refreshments), coming and going
  - Informal presentations
- What grabs our eyes, and why ?
  - Let’s look at some examples



## The State News

The collage contains several advertisements:

- NO worries... we've got it!**: Lists amenities like Newly Remodeled Clubhouse with Wireless Internet, New Kitchens and Baths, and more.
- Berrytree & Glenwood**: 507-3685, 507-4180. Features: Remodeled Kitchens & Baths, Washers & Dryers, Free Atlas Gym membership, Free Heat & Water.
- Tired of high gas prices? Walk to class!**: Remodeled Kitchens & Baths, Washers & Dryers, Free Atlas Gym membership, Free Heat & Water.
- Choose your Special residences apply.**
- Something for Everyone!**: Call Today! 517.507.3502. Features: Huge 2 & 2 Bedrooms, FREE Heat and Water, Spelling Foods, Frames On/Off.
- Capitol Villa**: 517.507.3502.
- Collingwood**: 517.507.3504.
- Campus Hill**: 517.507.3505. Features: SUMMER LEASES! 1 Bed From \$350, 2 Bed From \$410 Per Payment.
- Available for Summer and Fall '08**: See More at [www.dtmngt.com](http://www.dtmngt.com).

## The State News

<p><b>Luxury Living</b> Minutes from Campus</p> <ul style="list-style-type: none"> <li>Luxury 1 &amp; 2 Bdrm Apartments</li> <li>Washer &amp; Dryer in Apartment</li> <li>Fireplaces • Bay Windows • Cathedral Ceilings</li> <li>Pool • Fitness Center • Year-round Hot Tub</li> <li>• Judon from \$500</li> </ul> <p>199 Arbor Glen Drive Half Lake Lansing Rd. Between Abbott &amp; Harrison</p> <p>Local &amp; Toll Free: 507-3686</p>	<p><b>Cedar Greens</b> Very Affordable!</p> <p>Under New Management!</p> <p>4 Bedroom Apartments Coming Soon! 1 Bedroom Available Summer and Fall</p> <p>or Reserve for 10/09</p> <p>Open On Wed. Call or stop by today to make us your choice!</p> <p>3150 University, Jackson Falls Monday - Friday 9am - 5pm Reservations by appointment</p> <p>517-507-5572</p>	<p><b>YOUR OWN ROOM!</b></p> <ul style="list-style-type: none"> <li>Huge 2 Bedrooms for 2 people</li> <li>Your own bedroom</li> <li>2 parking spots</li> <li>Free Heat - Central Air</li> <li>Remodeled Kitchens</li> <li>Balconies</li> </ul> <p><b>THE PINES - 507-3694</b> WWW.DTNMGT.COM</p>
<p>Available for immediate Move-In With No Short-Term Fees</p> <p><b>Studios and One Bedrooms</b></p> <p><b>Plus Don't Forget</b> Time is running out!</p> <p>Reserve now before you're buried by Finals or waiting your Summer Break apartment hunting. Studios, One and Two Bedrooms still available within a 10 minute walk to Campus. Call for Current Specials!!!</p> <p><b>2900 Place</b> 517-351-5199</p>	<p><b>Burcham Place</b></p> <ul style="list-style-type: none"> <li>New for Fall '08</li> <li>3 Bdrm 2 Bath for 3 people</li> <li>Spacious Apartments</li> <li>In home Washer &amp; Dryer</li> <li>Balconies and Patios</li> <li>Partially Furnished</li> <li>Walk to Campus</li> </ul> <p>Stop out to our open house on Wednesday</p> <p>731 Burcham Dr. 517-507-3680</p>	<p>Now Leasing for 2008-2009!</p> <p><b>AMERICANA, EDEN ROCK &amp; RIVER PARK APARTMENTS</b></p> <p>Great Location at Unbeatable Rates</p> <p><b>FREE</b> High Speed Internet Parking Heating Heat &amp; Water</p> <p><b>The Best Off Campus Housing right next to Campus!</b></p> <ul style="list-style-type: none"> <li>Leather Furniture</li> <li>Shower Center</li> <li>Chimney</li> <li>On-Site Laundry</li> <li>Large Balconies &amp; Patios</li> <li>2 Blocks from Business School &amp; DCC</li> <li>1 Block from CTR, Max Lane, Shopping, Food &amp; Entertainment</li> <li>Studios 1 &amp; 2 Bedroom Apartments</li> </ul> <p>Open Mon.-Fri. 9am - 5:30pm &amp; Sat. by Appointment Visit us at 1128 Vassar St. or call (517) 532-5322 today for leasing!</p> <p>www.ameritroc.com Come home to Americans, Eden Rock, and River Park Apartments!</p>

## The State News

**happy hour specials**

at the **MSU DAIRY STORE**

M brownie sundae/\$3.00  
T floats/\$2.00  
W Chocolate or Strawberry sundae/\$2.50  
Th single cone/\$1.50  
F free topping/with purchase of ice cream

**ONLY at the UNION**  
3-5pm

## The Basics



- Use Power Point (or similar) software to design your poster
- Standard size for a poster is **32 in x 40 in**
- For engineering students, **DECS** has a poster plotter.
- Main Library** Copy Center has a poster plotter – Go to MSU home page search and enter “poster printing”
- ...or go to the UURAF web site
- FedEx** Kinko's can also print posters (\$\$\$)
- Posters need not be laminated, but you may wish to
- MSU will furnish foam board and clips
- Plan ahead !**

## Poster Content

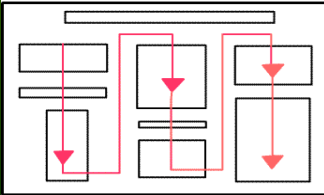


- Title
- Presenters name(s)
- Problem Statement (what was asked of you?)
- Approaches (what did you do?)
- Alternatives (what choices did you make?)
- Solution (what worked?) or Findings
- Recommendations (what are the next steps?)
- You don't want it to look nice but say nothing

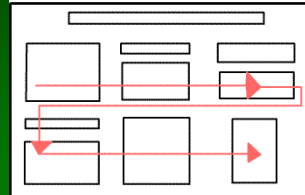
*Some things may be slightly different for design projects and research*

## Poster Layout

By column



By row



## Fonts - Some references

- Edward R. Tufte
- *The Visual Display of Quantitative Information*, Graphics Press, 1983, [www.edwardtufte.com](http://www.edwardtufte.com)
- Daniel Will-Harris, *TYPEStyle*, Peachpit Press, Berkeley, CA, 1990



## Fonts – Rorschach Test

ME 481 Design Project Design of a Heat Exchanger	Algerian
<b>ME 481 Design Project Design of a Heat Exchanger</b>	Arial Black
ME 481 Design Project Design of a Heat Exchanger	Book Antiqua Bold
ME 481 Design Project Design of a Heat Exchanger	Broadway
<b>ME 481 Design Project Design of a Heat Exchanger</b>	Comic Sans Bold

## Fonts – Rorschach Test

<b>ME 481 Design Project Design of a Heat Exchanger</b>	Cooper Black
ME 481 Design Project Design of a Heat Exchanger	Courier New
ME 481 Design Project Design of a Heat Exchanger	Franklin Gothic
<b>ME 481 Design Project Design of a Heat Exchanger</b>	Impact
ME 481 Design Project Design of a Heat Exchanger	Jokerman

## Fonts – Rorschach Test

ME 481 Design Project Design of a Heat Exchanger	Magneto
ME 481 Design Project Design of a Heat Exchanger	Rockwell
<b>ME 481 DESIGN PROJECT DESIGN OF A HEAT EXCHANGER</b>	Stencil
<b>ME 481 Design Project Design of a Heat Exchanger</b>	Tahoma Bold
<u>ME 481 Design Project Design of a Heat Exchanger</u>	Times New Roman Underline

## Font styles (normal, italic, bold)

- Now is the time for all good men to come to the aid of their party.
- *Now is the time for all good men to come to the aid of their party.*
- **Now is the time for all good men to come to the aid of their party.**
- ***Now is the time for all good men to come to the aid of their party.***

## Justification and leading

Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal.

Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battlefield of that war. We have come to dedicate a portion of that field, as a final resting place for those who here gave their lives that that nation might live.

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## Emphasis: Read this from handout

Our project involved the design of three different parts: a heat exchanger, a relief valve, and a power supply. The heat exchanger was designed to provide a constant enthalpy system that defies the second law of thermal dynamics. In the event that Maxwell's demon gets loose in the heat exchanger, the relief valve is designed to open at a pressure of 14 gigaPascals. The power supply is provided by four Roman slaves who pedal a crank while being beaten with whips.

Our project involved the design of **three different parts**: a *heat exchanger*, a *relief valve*, and a *power supply*. The **heat exchanger** was designed to provide a constant enthalpy system that defies the second law of thermal dynamics. In the event that Maxwell's demon gets loose in the heat exchanger, the **relief valve** is designed to open at a pressure of 14 gigaPascals. The **power supply** is provided by four Roman slaves who pedal a crank while being beaten with whips.

Our project involved the design of three different parts:

- a **heat exchanger**,
- a **relief valve**, and
- a **power supply**.

The heat exchanger was designed to provide a constant enthalpy system that defies the second law of thermal dynamics. In the event that Maxwell's demon gets loose in the heat exchanger, the relief valve is designed to open at a pressure of 14 gigaPascals. The power supply is provided by four Roman slaves who pedal a crank while being beaten with whips.

## Line Length

Forescore and seven years ago our forefathers brought forth upon this continent a new nation, conceived in liberty and dedicated to the proposition that al men are created equal. Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battle-field of that war. We have come to dedicate a portion of that field, as a final resting place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this.

Forescore and seven years ago our forefathers brought forth upon this continent a new nation, conceived in liberty and dedicated to the proposition that al men are created equal. Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battle-field

**Keep line lengths to about 30 to 50 characters**

## Soft Line breaks for Titles



Effect of Facebook on Social Habits of *Drosophila Melanogaster*

Effect of Facebook on Social Habits of *Drosophila Melanogaster*

## Tables – The MS-Word default

Table 3  
Responses to ROSES Assessment Questions

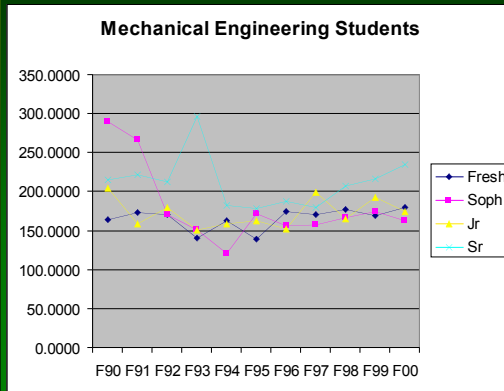
Question		Percent of question respondents replying "agree" or "strongly agree" (number responding)				
		1995	1996	1997	1998	1999
1	Career motivation	69.6 (112)	71.3 (94)	86.3 (124)	82.5 (143)	84.8 (112)
2	Strategies and skills	81.7 (115)	76.6 (94)	88.8 (125)	90.3 (144)	90.5 (116)
3	Enhanced development	63.4 (112)	63.8 (94)	75.8 (124)	71.8 (142)	89.6 (115)
4	Orientation	86.2 (116)	85.1 (94)	88.0 (125)	84.0 (144)	90.6 (117)
5	Campus resources	89.7 (116)	83.9 (93)	86.3 (124)	91.6 (143)	92.9 (113)
6	Prepare for academic rigor	50.0 (114)	45.2 (93)	65.0 (123)	67.1 (143)	75.0 (112)
7	Linkages with students	72.4 (127)	81.7 (93)	90.2 (123)	89.8(137)	90.6 (117)
8	Activities	59.4 (138)	66.7 (87)	82.1 (123)	80.5 (149)	76.2 (109)
9	Course organization	83.2 (119)	93.5 (93)	89.0 (82)	96.8 (94)	98.7 (79)
10	Instructional team	95.8 (120)	96.8 (93)	97.6 (82)	96.8 (94)	100.0 (80)
11	Homework		60.2 (93)	70.7 (82)	59.6 (94)	72.7 (77)

## Tables – What Tufte would say

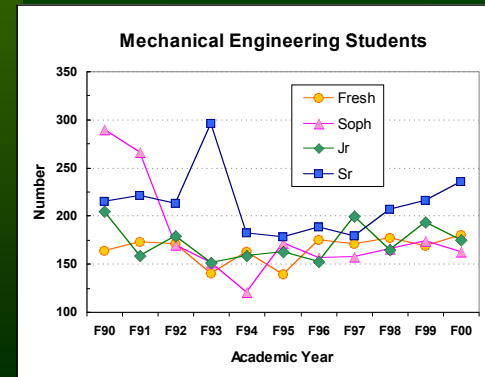
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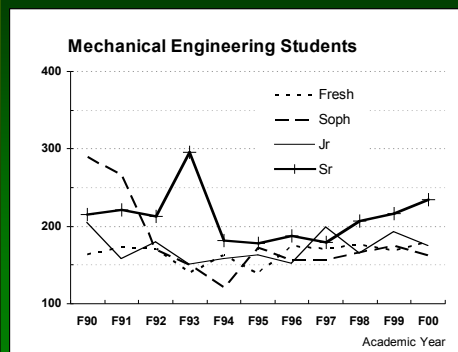
## Graphs – MS Excel default (with some errors added)



## Graphs – An improvement?



## Graphs – What Tufte might like



## Examples

*Let's look at some examples.....*