



## GRAPHIC POSTER GUIDELINES

The Conference on the Economy Graphic Poster competition is a pre-conference event meant to showcase cutting edge graduate Economic and Social research in a format that encourages stakeholders to directly interact with Researchers.

### *Who may submit a poster?*

1. Any Graduate Student (M.Sc., M.Phil. Ph.D.).
2. Registered in a Tertiary institution.

### *Additional Information*

#### **How to enter?**

Register by submitting an abstract of your original research or thesis to [STA-COTE@sta.uwi.edu](mailto:STA-COTE@sta.uwi.edu)

#### **Pecha Kucha Presentation** (6 minutes 40 seconds)

Presentation followed by a 10 minute question and answer forum.

#### **Prizes**

- Best Socially Responsible Research \$ 2500- research that shows the societal impact of the work, for example on the environment, health.
- Best Applied Research \$2500 – focuses on the methodology used to solve a specific, practical issue affecting an individual or group.

### *Guidelines for abstracts are as follows:*

- Abstract must be limited to 250 words.
- Abstract must include the title of project, authors, and contact information of lead author.
- Abstract must include objectives, methodology, findings and key recommendations.

### *Deadline Dates*

- Abstracts should be submitted as a MS Word attachment via e-mail to STA-COTE@sta.uwi.edu **by October 14<sup>th</sup> 2022.**
- Electronic Presentations will be due by **October 24<sup>th</sup> 2022.**
- Physical Posters will be due on the **1<sup>st</sup> November 2022.**



## *Additional Information Graduate Students Digital Poster Competition*

Phases	Deliverables	Deadline	Process/Important Information
1	Registration and submission of abstracts	October 14 <sup>th</sup> , 2022	The submitted abstracts will be critiqued by a team of judges.
2	Submission of PowerPoint/ Keynote presentation.	October 24 <sup>th</sup> , 2022	PowerPoint or Keynote presentation in Pecha Kucha format to be sent to the email provided no later than 4pm.
3	Judging of the in Pecha Kucha presentation.	October 25 <sup>th</sup> , 2022	Presentation of Research using the Pecha Kucha Format as outlined below.
4	Judging of Physical Poster	November 2 <sup>nd</sup> , 2022	Poster will be judged on the level of adherence to the rules on the "preparation of the poster" and the explanation of poster to the Panel of Judges All participants should therefore strive to generate a high-quality poster! Winner announced.

### *Pecha Kucha PowerPoint*

#### **Time Limit**

All Graduate presenters will be given 6 minutes 40 seconds for presentations followed by a 10 minutes question and answer forum. Therefore, your oral presentation during the event needs to be concise due to time constraints. If a judge requests a brief explanation, do not provide a lengthy one.

If you are new to Pecha Kucha design and presentation, we recommend that you visit: <http://www.pechakucha.org>. You can find other Pecha Kucha examples on YouTube, such as this: [About creating a Pecha Kucha](#)

#### **Additional Information**

You may create a digital poster slideshow using the Pecha Kucha format in either Microsoft PowerPoint or Keynote. Pecha Kucha is a presentation format where you show 20 images, each for 20 seconds (6 minutes and 40 seconds in total). Each slide will be



displayed for exactly 20 seconds. The slides automatically progress during the presentation and you talk along to the images. Consider interesting methods to present your research. Some methods include:

- Combine text with graphics to convey the major points of the Research Project or thesis effectively.
- Incorporate images that help visualize your research. Images are the key to an effective Pecha Kucha presentation.
- Add graphs that support your hypothesis.
- All diagrams and drawings should be completely labelled.
- All elements should be easy to view from a distance of three meters.
- Equations: Keep equations to a minimum; use them only if they are necessary for an overall understanding of your project
- Keep it simple: Present the research in clean and simple methods. You want to ensure the judges understand the research clearly.
- Use colours sparingly and with taste to emphasize, differentiate, and add interest (the use of colours should never impede on the legibility)
- Emphasize important points through layout with the use of bold and italic fonts.
- Consistency: Maintain a consistent style of presentation to aid the viewer.
- Arrangement of Components/Flow: Arrange the sections to tell the story of your project. Your layout should encourage a viewer's eye to move the poster in smoothly. You may wish to number each part of the poster to guide the viewer.
- Review: Check carefully for errors in spelling, legibility, and consistency in style.

#### **Formatting Recommendations:**

Section Header: 48pt | Supporting Image or Graph Title: 36pt

Body Copy: 24pt | Image Caption: 24pt

### *Pecha Kucha Evaluation Criteria*

#### **The following criteria will be used to evaluate the slideshow:**

*Balance:* The slideshow should be a balance of text, figures, and space. Excess text should be avoided - figures should play a dominant role in communicating the project on the slideshow. There should be adequate space around text and figures to avoid a crowded appearance. Judges will place heavy emphasis on balance.

*Overall Visual Appeal:* Colour and font changes should be used appropriately. The use of too many colours creates an unprofessional appearance. Dramatic colours should be used only to illustrate dramatic points – overuse is simply confusing. There should be consistent use of colour throughout the slideshow to represent the same concept - the colours should not be randomly switched. Due to red-green colour-blindness, use of these colours to represent contrasting concepts should be avoided. A slideshow with overall visual appeal stands out among other slideshows.



*Legibility:* The slideshow should be easy to read. There should be high contrast between the text and background. The background should not be busy and distracting. The resolution of the printed slideshow should be high enough that the text is clear and there is sharp detail on the figures. Avoid use of poor-quality micrographs and other images on the slideshow.

*Quality of Graphics:* The key concepts of the project should be diagrammatically represented. It is ideal if a single figure represents the entire concept. Figures should be well labelled and have clear legends. It should not be necessary for presenters to explain the figures.

*Flow:* The slideshow content should follow a logical sequence. The reader should be able to navigate the slideshow with ease.

*Appropriate and Relevant Content:* Careful thought should be put into selection of slideshow content. Redundancy in the presentation of information becomes tedious and exists at the expense of other information.

*Accuracy of Information Presented:* The scientific content of the slideshow should be accurate. Models should be free of mathematical error.

*Grammar/Spelling:* Slideshows should be reviewed for spelling and grammar errors. Scientific names and mathematical units should be presented correctly.

*Attributions:* The slideshow is an opportunity to give credit to contributors who may not be present, and also to other scientists (e.g. earlier workers or competitors). Attribution should be for key concepts and not details (i.e. ~ 5 references but not 20).

**Overall, the selection of the winning presentations will be based on:**

- The clarity of your poster slideshow
- The completeness of your work
- Innovative design
- Presentation
- Adherence to the Pecha Kucha Format
- Social responsibility
- Applied research





## Physical Poster Display Facilities

Display of each poster 4 ft × 4 ft. To fit comfortably within the poster frame posters must not exceed 4 ft × 4 ft.

You **may** prepare handouts for distribution at the meeting. The handouts should be directly related to the topic of the poster, and it must not contain any advertising, business cards can be distributed.

## Preparation of the Poster

1. The official language for the posters is English
2. Prepare the poster on material that is lightweight. The material can be on one sheet so that it can be rolled up for easy transport or on separate panels for individual mounting.
3. Posters should be readable from a distance of 6 feet (2 meters). For adequate visibility, capital letters should be at least 3/8 inch (1 cm) high after enlargement to full poster size. Photographs/ Illustrations should be a minimum of 8 × 8 inches (20 × 20 cm).
4. The title should be displayed clearly across the top in large letters. Beneath the title, and in smaller print, the name of the presenter and the institution in which the work was done.
5. Verbiage should be kept to a minimum. Written statements should be in large print, which is easily readable from a distance of 3 to 4 feet.
6. An abstract may be included, but space limitations may dictate that you concentrate on the more important components such as Introduction Methodology etc.
7. The introduction should be moderately brief and to the point so that the reader becomes immediately aware of the purpose of the investigation. It probably should be confined to one paragraph and should be located at the upper left of the poster.

8. The Methodology (or procedures) section should be labeled clearly as such and should follow immediately after the Introduction. This section often lends itself to the diagrammatic presentation with minimum of verbiage. Insofar as possible, easily followed flow diagrams should be used.
9. Results are the most important part of the poster and generally should occupy the center of the exhibit. The results should consist of a maximum number of illustrations (i.e. graphs, photographs, etc.) that are simple and easy to read, and a minimum of verbiage. Color-coding graphs and figures facilitate ease of interpretation.
10. Conclusions should be stated in clear and especially concise fashion. Generally this section would be located to the right of the results. Itemization (listing) of conclusions is legitimate and can facilitate comprehension. Discussion should be kept to a minimum and should include only the most important points.
11. A reasonable number of figures to be included on a poster is six (6), but this depends on the subject matter being presented.
12. For investigations consisting of separate components, the sequence in which the components are described in Methodology should be maintained in the Results and Conclusions sections.