28th EES Symposium – April 14, 2023

Electronic Poster Guidelines

We have not much experience with this presentation format in the EES Symposium. Feel welcome to ask questions or propose ways to improve these guidelines. This format allows you to be more creative in how you design your presentation. Below, you will read common sense guidelines.

Please pay attention to equipment details/requirements (blue font).

Poster Size

> An electronic poster can be thought of as a short presentation based on powerpoint or other digital platforms. Because of its digital format, it is ideal for presentations that include dynamic visualizations. Such visualizations are possible but not required part of a well-made presentation. Carefully designed, simple static slides can be very powerful for communication, as well.

> Your presentation should have no more than 5 slides and presenting it should last no more than 3 min (similar to oral presentations of traditional posters).

Equipment

> Presentations will be in rooms 3017 and 3019 in CEE Hydrosystems lab building.
> Please bring your laptop. Presentations will be from your laptop.
> Your laptop needs to connect to the screen through an HDMI wall cable. You are responsible for bringing the appropriate connecting cable if your laptop does not have an HDMI port.
> Go to your assigned room/screen early to have time to troubleshoot if the case arises.

Selecting a Poster Template and Design (as applicable to your digital presentation)

> Check Illinois templates with Illinois themes: https://publicaffairs.illinois.edu/resources/research-poster-template/
> If you want to see more, go to this site https://www.posterpresentations.com/free-poster-templates.html. It has many templates with step-by-step instructions and quick tutorials to guide you through the poster design process (see also recommended videos below.

Videos about how to make an effective poster:

The following are the same guidelines as for traditional posters. Readability, clarity and consideration of the audience's backgrounds and interests are important in any form of communication.

Think about the audience and what is the main finding/idea/message you want them to take as they walk by your presentation.

There are many resources on the internet.

> Check out these about designing your poster, they make a strong case about avoiding creating walls of text:

- o https://www.youtube.com/watch?v=1RwJbhkCA58&t=35s
- o https://www.youtube.com/watch?v=SYk29tnxASs
- > Check this about presenting your poster:
    - o https://www.youtube.com/watch?v=vMSaFUrk-FA

Your presentation should be readable from a distance, as someone is walking by. Choose a sans serif font (e.g., Arial, Calibri). Suggested are the following font sizes:

Title: Calibri 60 - 80 points, bold
Author names, department, institution: Calibri 44 points, bold
Section headings: Calibri 44 points, bold
Text: Calibri 32 points, normal
Figure, Table captions: Calibri 32 points, bold
Acknowledgements, References, 32 points

Consider that the title of your poster is probably the most memorable part of it. Make it interesting and informative.

Below the title, author names and affiliations, there are many ways to organize your poster. When designing the layout, think that the poster tells the story of your research or of a current research topic, if you present a review.

> First, define the topic; tell why it is important. Audience should be able to get those in less than 20 seconds.

> In the second section you may communicate a number of things, depending on the topic: background information, methods, or system design. Your presentation better rely on visuals than long blocks of text (remember the audience is walking by and has little time to read a wall of text).

> In the third section you may present the top 1-2 results. Among numerous graphs or tables, you might have, choose 1 or 2 that communicate the major finding. Graphs and Tables should be visible from a distance and not too busy. Someone briefly standing in front of the screen should be able to easily see what the important result is.

> The final section is generally reserved for conclusions and recommendations. Keep it short and straightforward.

> Keep acknowledgements brief.

> Add the top 1-3 most important references, only.

Remember to include 'credits' in your e-poster:
- > Title of your research.
- > Your name, co-author(s) name, mentor(s) name.
- > Contact email address.
- > Acknowledgment Section (keep it short).
- > Required Logo(s) (Illinois and any logos required by the Agency funding your research).
- > References (1-3 most important ones).