

Assignment

ENGL 315: Scientific Writing & Communication

Poster & Presentation

Due: March 12 & 14

Save as: Lastname_Poster (i.e. Newbold_Poster.docx)

Turn In: On BlackBoard under "Assignments" > "Poster"

Value: Poster: 50 points, Presentation 50 points (10% of overall grade)

Description and Rationale: Most all scientists—whether working in academic, government, or industry positions—participate in national and international conferences to share their work. One of the most common methods for sharing the results of their research is through a visual poster and informal poster presentation. In order to prepare you for such conferences, you will prepare a poster as if for a conference where you will share the work you put into your recent manuscript.

Assignment: For this assignment, you will extract the most important information from your manuscript and design it into a poster. You will then present your information to your classmates and to me (your instructor, though I will be acting as a poster judge) in a somewhat informal, round-robin format where participants will ask questions and you will respond. Your poster and presentation will be graded/scored based on common judging practices in the sciences, evaluating your ability to follow poster specification guidelines, appearance, communicativeness of poster, delivery, dexterity and knowledge of the subject. Please follow guidelines in Chapter 6 as well as the scoring rubric on the following page in order to maximize your scores in each area.

****So that you have the opportunity to see other student projects and presentations, attendance is mandatory for BOTH presentation days, even when you are not presenting. If you have a pressing reason why you cannot be there on one of the presentation days, you must notify me in advance.****

Scoring the Poster

Name _____

Poster Specifications (10 points)	Is the poster 48" X 36" or 28" X 22"?	Yes	No		
	Are the title, author name, and affiliation at the top of the poster?	Yes	No		
	Is a sans-serif font used throughout?	Yes	No		
	Is the title at least 1" tall and larger than the author name and affiliation?	Yes	No		
Appearance (20 points)	Are all figures and tables labeled and titled?	Yes	No		
	Poster is primarily visual, significantly reducing the amount of text	1	2	3	4
	Headings are easily located and can be read from 6 – 9 feet away	1	2	3	4
	Text is large enough to be read 3 – 6 feet away	1	2	3	4
	Illustrations are an appropriate in size and number	1	2	3	4
Communicativeness (20 points)	The overall design of the poster is neat and organized	1	2	3	4
	The headings and figure/table titles are specific and self-explanatory	1	2	3	4
	The poster is concise and easy to understand	1	2	3	4
	Information (both textual and visual) follows a clear organization/sequence	1	2	3	4
	Content is logical, clear, and adequately descriptive	1	2	3	4
	Content is free of grammatical, spelling, and punctuation errors	1	2	3	4

Scoring the Presentation

Delivery (20 points)	Presenter was calm (lacked nervous habits)	1	2	3	4
	Presenter made frequent eye contact with audience	1	2	3	4
	Tone of voice was enthusiastic, showed interest in topic	1	2	3	4
	Presenter's dress was professional and non-distracting	1	2	3	4
	Presenter's diction was articulate and avoided slang	1	2	3	4
Dexterity (30 points)	Presenter was comfortable and knowledgeable about topic	0	2	4	6
	Presenter understood the knowledge gap his/her research was intended to fill	0	2	4	6
	Methods were explained logically and clearly	0	2	4	6
	Results seemed logical and an appropriate level of hedging/qualifying statements were expressed	0	2	4	6
	Limitations and conclusions expressed clear understanding of how this research would impact the field and further research	0	2	4	6

Total: Poster _____/50

Presentation _____/50