**7 Notes on Preparing Posters | DEA 2730 | Keith Evan Green**

**1** Review the grading rubric provided on our course webpage. Your poster must include the following:

* A money shot showing your prototype with (at least some part of) a person interacting with it (this money shot might be more than 1 image – you decide).
* A name and an identify (logo) for your design.
* A pull quote in larger type that is either: something a participant said (a quotation) or your tag line or take away that best defines your design.
* An abstract (see details below).
* Some form of presenting the interaction between a person/people and your prototype. This can be one of these: [a] a story board in images, or [b] a series of still photos from your video.
* Your User Experience (UX) survey questions, responses, and bar charts for 5 participants, and what you learned from it. You should have no fewer than 4 bar charts.
* The score (a number) for your SUS, what errors were identified in the study, and what conclusions you draw from this score.
* Results from your think aloud in the form of quotations from the 5 participants, observations you made during the think aloud, and what you learned from it.
* Following most bullets points above, your poster should make clear that you iterated your design: that you learned from the methods used and advanced your design accordingly. Consider adding small photos of your prototypes informed by your use of the methods. This might be a strip of photos showing this development. You decide.

**2** The poster cannot *and should not* include everything that you did this semester. ***The challenge of drafting the poster*** is not to include every ideation strategy and user study we considered in class but to decide which of these were the key ones in advancing your design process.

**3** Write the abstract (maximum 250 words) for your poster, carefully. The abstract should answer the following questions: What problem are you addressing? How much of a problem is it, for whom? How are you addressing this problem (what is the name and purpose of your design)? Why is this design an apt response to the problem? How did you go about developing and testing the design? What did you find in the development and testing process (key outcomes, in a few words)? What does your design (and your design process) mean for other designers—what do they learn from it? And what does your design (and your design process) do for/promise society?

**4** Study the designs of posters. Find a few posters that captivate you and understand what makes them captivating. What image will take the largest amount of space on your poster? What fonts best fit the character of your project? Which type size and placement? Full bleed or boarder? Color palette? Composition/organization of the parts? What name and Identity/logo for your design?

**5** Reporting User Study Outcomes:

* For think-alouds and open-ended questions in the survey (if any): offer key quotations provided by your participants (e.g., One participant offered, “the ….”) and summarize any problems, errors made, and/or virtues you observed.
* For user studies with surveys – for user experience and for usability, present findings in a table or bar chart (not a pie chart). You might also add the most important findings in a written narrative (e.g. “On a scale of 1-5 (5 beings most favorable), the mean for ‘ease of use’ was 4.2 with a standard deviation of 0.9, suggesting that the prototype was reasonably usable.”)

**6** Small things not to forget on your poster:

* Branding: create a catchy name and logo/identity for your design.
* The Cornell logo should be included. Find these here: <https://brand.cornell.edu/logos/>.

**7** Finally, review carefully for all submission requirements, including:

* **uploading** your poster **as a pdf of < 15MB** following the schedule in the syllabus.
* **labelling your file with your name and deliverable (e.g., *RayEames-Poster.pdf*).**