Poster (Group)

Due: Thur., March 14

Goal

The goal of this assignment is to learn how to present your work in a visual form to interested parties from industry and across campus using a poster.

Deliverables

Poster

The poster must be approximately 32"x40" (vertical orientation) and mounted on foam core. This should not be a hard project; it should take probably 1-2 hours. You must **make your poster file (source format and PDF) available for download on your team site.**

Poster Guidelines

Your poster should include
- Logo
- Project Title
- Value Proposition
- Basic Problem
- How you solve it / purpose of the project
- Key Features
- Design iteration

On your poster, you should include **screen shots**, and a very *small amount of text*. Do not use full sentences. To make this assignment easier, I have four kinds of help to offer:

1. We have attached a 32"x40" PowerPoint Template. Feel free to use the design as is, modify it, or not use it at all.
2. Please look at the following example posters for ideas. (if you edit these make sure it is the right dimensions as they are not all 32"x40".)
   1. Carbon Shopper or newer version of Carbon Shopper
   2. Pause
   3. StyleEye (make sure to use less text than this)
   4. Swickr
   5. Radr
   6. Social Rocket
3. Print your poster & mount on foam core (available in CSE poster room).
4. The CSE department has a color plotter that can print an image this size. If you send Nikki the PowerPoint/PDF file, she can print it for you, but you must help mount it. She must have the file in her inbox by Thur at 1:00pm so it can be printed on Thursday or Friday.
5. If you email Prof. Landay your poster the day before it is due (i.e., on Wed), we will proofread it for writing and design and help you make it better (highly recommended).
6. You must **put a link** to your poster (source file & PDF) on the team web site.

Poster Grading Criteria (100 points

Your grade will be based on the thoroughness and quality of your poster.

Aesthetics (50 Points)

- Does the poster have large images that show the key parts of the UI?
- Is there only the key minimum text phrases included (instead of paragraphs & long sentences)?
- Are the fonts large and legible?
- Are the colors a pleasing combination and easy to read?

Content (50 pts)

- Does it include all the points asked for above (logo, title, value proposition, problem/solution, key features, and images showing design iterations)?
- Are the key features of the interface clear and labeled where necessary?
- Is there a good evolution of the interfaces changes shown?