Kansas Data Science Consortium

KDSCON27 Poster Instructions

Lawrence, KS

General instructions

Your research poster will be presented digitally on large flat panel TV displays in Gray-Little Hall. The flat panel screens have an aspect ratio of 16:9 (“widescreen”), note that a 48x27in dimension works well for this ratio. Because of the digital nature of the presentation, you may include interactive elements or additional links. For questions about set up, please contact kansasdata@ku.edu.

To present at the conference and to be considered for a poster award, you must submit your poster to the link below **BEFORE 12:00PM (noon) on Friday, April 23rd**. This version will be considered the final entry for the judges to review, though you may continue to make additional edits until the presentation date.
Poster Submission Link

Typical poster size is 48in x 27in.

You should use at most **four columns** of text and graphics to fit well within this dimension. Note that if you are using PowerPoint on an older computer, it may be set to have an aspect ratio of 4:3 (“standard”), but you can change this in the slide size settings. If this is your preferred document aspect ratio, then you should use at most **three columns** of text and graphics. Also, if you use the 4:3 aspect ratio, there will likely be more empty space around your graphics. It is a good idea to use a very light, neutral color for the background of each column. We do not recommend right-justifying text because it takes more effort to read fully justified text and it results in uneven spacing between words.

Sections of the Poster

Kansas Data Science Consortium

Introduction: The introduction should give a brief background for your project. You should mention the Community Partner that contributed the project. Explain what they hope to learn and how they plan to use the information from your analysis.
Data Source and Preparation: Describe where the data came from. Mention the Community Partner and, if possible, how they collected the data (methods, time ranges, etc.). If you used only a subset of the data, explain how and why you filtered the data to narrow your focus. If appropriate (if not obvious from other parts of the poster), explain what the variables in your analysis mean.

Results: This section should consist of at most **four graphs** (if your document has three columns) or **five graphs** (if your document has four columns). Ideally you should try to use 3-4 graphs. If your analysis involved many similar graphs, you might need to select a sample or two rather than show all the graphs you've made. The poster is not intended to be a full report of all of your work. It will be read by people who are viewing many other posters, so it could be overwhelming if you include too much detail.

For the accompanying text for each of your plots, start by explaining the question you hoped to answer and next by sharing your conclusions. It helps if your plots and the accompanying text flow nicely from one part to the next, as if you were telling a story. A possible exception could be your very first plot, which could provide a broad overview of the dataset. The visualizations should build up to a conclusion, which you will discuss in the final section of the poster.

Discussion: This section should have two parts:
In the first part, briefly sum up what you learned from your analysis and how your results will inform our Community Partner. Also mention any limitations of the analysis and if appropriate, suggest future directions.

In the second part, explain what you learned from this experience and how you've benefitted. This part is especially important if your results are inconclusive and/or still too preliminary to be helpful to the Community Partner.

You may need to use **bullet points** to fit all the information you'd like to include.
Avoid making the font size too small for your audience to read it as a means to save space. Try to be as succinct as possible. You will have opportunity to present your poster and give more detail.

Plot Suggestions

The default output of most graphing software packages tends to include too much information and "enhancements." In some cases, it can be useful to remove the figure legends if they do not add information, become distracting, or waste space. Consider eliminating gride lines and axes when possible to improve the data to ink ratio in your plot. Strive for a uniform and polished look across all of your plots and adjust scales and labels as necessary.

Color can be tedious to adjust in code, but this is recommended in some cases.
Avoid colors that are over-saturated or difficult to tell apart. Minimize using multiple colors unless they add to the interpretation though it helps to use different colors in different plots if the contents are not clearly linked. Consistency and readability should be a priority.

Taking time to touch up your plots will make your presentation more enjoyable to look at and improve ease of understanding for your audience.

Be sure to review the poster rubric before submitting your final version. The rubric will guide the judges in their scoring!