

DATA JAM 2019 POSTER GUIDELINES

Analytics professionals both extract meaningful information from data and form insights based on that information. Your final presentation for Data Jam will include a poster detailing key findings and results of your analysis of the data set provided.

PRESENTATIONS

Your team final presentation on Wednesday, April 3 will focus on a poster developed based on your analysis and assessment of the provided data set. Each team will submit a poster meeting the guidelines provided below. The Data Jam team will have the posters printed on foam board and set up on an easel in the West Penn lobby, allowing your team members to stand with your poster ready to discuss your analysis with judges and others in attendance.

SUBMISSION

Please create your poster in PowerPoint (one slide) and set the slide proportions to 24"x36". Team posters must be submitted by **Sunday, March 31 at 11:59 p.m.** Email your PPT poster file to Jaime Ballesteros at jballesteros@pointpark.edu.

GUIDELINES

As you work on your posters, please follow these guidelines:

- Poster size: 24"x36". All posters will be printed on foam board and displayed on easels (Data Jam team will coordinate printing).
- Please be sure to include the following on your poster (you can create it in PowerPoint or another program that allows you to design a poster of this size):
 - Project title
 - Full names of all team members
 - Include information and visuals that address the following:
 - Introduction – State your team's key research question(s)... what are you trying to solve/uncover from the data and why is this relevant?
 - Method(s) for data analysis – Tactics to approach... how did you analyze the data?
 - Results – Include graphical visualizations of data and key findings. Add legends, captions, or BRIEF explanations if necessary.
 - Analysis to Insights – Clearly and concisely explain your findings (what you uncovered through your analysis).
 - Conclusion – Link back to your key research question(s) and summarize your impactful findings. Include your team's perspective on the impact of your findings and any recommendations. Also, share problems you encountered.
- A few tips for designing a poster that captures attention:
 - **Design your poster as a stand-alone artifact.** Be sure that you "tell the story" of your analysis and findings on the poster. Does it make stand-alone sense without someone there to explain it?
 - **Include a brief but descriptive title.** People DO judge a book by its cover... the first thing people will read is your title, so consider your title an invitation to the audience. Your title should let the audience know what your poster is about in a brief sentence or phrase.
 - **Emphasize graphics.** Convert information into graphical representations... charts, graphs, and images will capture attention and can effectively communicate data relationships.
 - **Keep it clean.** Improve audience engagement and readability... avoid "chart junk" (information not required to understand the graphic), stick to a simple color palette (two to three colors max that don't detract from your content), use dark colors against a light background for better readability when lighting isn't ideal, and leave space between poster elements.

QUESTIONS

Please post questions through Slack or email dciletti@pointpark.edu or mvoortman@pointpark.edu