

Poster Session Assignment

Due Tuesday, October 20, 2009 (due *in class*)
(7% of your overall grade)

During the first part of the class period on Tuesday, Oct. 20 we will have an in-class *poster session* where you will present your preliminary ideas and results of your design process to date. Each team should prepare a poster which includes *at least* the following items:

- A description of your initial design concept (both a graphical depiction and a verbal summary of your key ideas and issues).
- A description of your team's contest *strategy*.
- The most important aspects of your problem definition phase. What do you think are the critical functions and critical constraints in your design, or the overall contest?
- Sketches of **at least 2** design alternatives, and a short discussion of why these alternatives are less appealing than your primary design concept.

Presenting Your posters. Your poster should be visually appealing, and give a viewer a good grasp of your concept. There are many acceptable formats for your poster:

- A collection of 8.5in x 11 in sheets of paper, nicely arranged on a board, or taped to a wall of 306 Thomas.
- Large sheets of paper glued/taped/tacked to a cardboard or foam core backing.
- A poster-style printout from FedEx/Kinkos or Caltech Graphic Arts.

Judging your posters. Your poster will be judged on the following:

- *The clarity of presentation.* Is the poster easy to understand? Can a viewer quickly grasp the main ideas?
- *The quality of your design concept.* Is the solution creative? Is the solution practical, and likely to have a chance of succeeding (if it is properly implemented)?
- *Evidence and quality of the design process* behind your concepts. Have you thought through all of the issues?

The specific breakdown of the grading scheme can be found on the course web site.