**POSTER DESIGN FOR SENIOR DESIGN PROJECTS**

Every project team will design a poster suitable for the SDSM&T Design Fair, and each team is expected to arrange to staff a booth at the Design Fair unless they have made other arrangements with the course instructor. It is one of the team’s responsibilities to make sure the poster is appropriately approved, printed, and mounted before the deadline for the Design Fair.

The template for the poster is located on the Material Page of the course website. The objective of the poster should be to communicate the summary aspects of the project in text , tables, and graphics in a concise and accurate manner. The poster should allow the presentation staff to discuss the project in appropriate detail to inform the general public. The areas that the poster should cover are described below.

**Title Bar Area:**

***Project Title*** – should be concise and descriptive of the project.

***Sponsor / Client Names*** – identify the stakeholder(s) correctly.

***Team Member Names*** – identify the design team (first initial & last name are ok if space is too constrained)

**Problem Definition Areas**:

***Problem Statement*** – should be a very concise, text-based description of what the project is intended to solve or provide to the client or public.

***Constraints*** – are probably best set out as bullet points, and describe the scope and limitations that the design had to meet (while addressing the problem statement).

**Design Area**:

***Design Methodology*** – is what the team did to obtain the achieved results. Again, concise bullet points are probably the best methods for conveying this information, but consider some kind of graphic image that conveys the project concept as well. This graphic could be a stand-alone element or a background (if not too cluttering).

**Results Areas**:

***Functional Results*** – summarize the major functions defined for the project ***and*** how well the design performs these functions. Graphical / tabular results are highly recommended, with some embedded text as necessary. Describing these results carefully is important, as it must meet the intents and purposes of any non-disclosure agreements and protect intellectual property rights.

***Project Timing*** – should graphically summarize the major WBS areas and show performance to date and remaining work for each area, ***accurately***. It does not have to show that the project is complete (since it probably isn’t).

***Budget Results*** – should show the entire project budget, both graphically and with round dollar figures (if allowable – check with sponsor/client). An accurate summary is important, but consider the following (which can be shown graphically in different ways, with annotation):

* Budgeted Amount
* Expenditures to Date
* Planned Expenditures Remaining
* Budget Variance (under / over budget)

The design details of the poster are up to the project team, but should follow the elements of good graphical communication – clear, pleasing, appropriately sized, with no more than 2 - 3 complimentary fonts in total. Your team can move the elements and areas around as desired. If you are able to use company logos, please reproduce them accurately in both color and dimension. The purpose is to communicate well!

Keep in mind any NDA or IP agreements before beginning your poster design, and communicate the design and any changes with your sponsor. Be sure to do a final vetting of the poster with the client to meet design and IP constraints before getting the poster printed and mounted. It is the responsibility of the entire team to make sure the poster is printed, mounted, and paid for within the project time and budget constraints.