

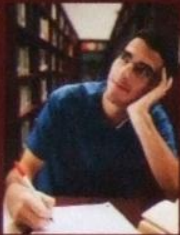
ICT Classes

Poster Presentations



How Do Students Choose a University?: An Empirical study on UCL students.

The Aim : to explore the most important issues that students depend on when they choose their university.



The Respondents: 50 students from different nationalities and different ages.

The methodology

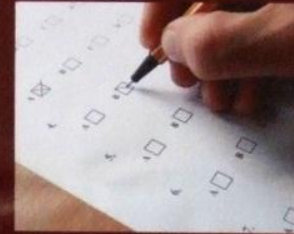
we collect the data by distributing a one page questionnaire to the UCL students.



The Questionnaire

The questionnaire includes two different parts:

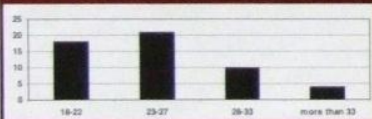
Part 1: asked about some personal information like (age, Nationality, gender, purpose of study)



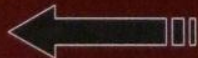
Part 2: asked about the students' opinions about some related issues like (how did they choose UCL, how do they evaluate the universities)

The results

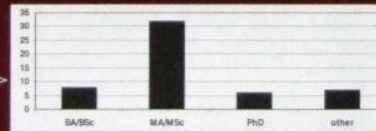
The Respondents Gender



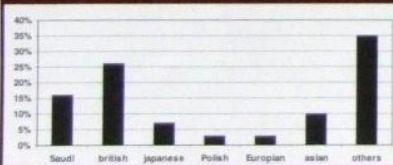
The Respondents Age



The Respondents Purpose of Study



The Respondents Nationality



Who choose the university for the respondents students??



- 1 - The Lecturers
- 2 - The Reputation of The University
- 3 - Research Interests of The Department
- 4 - Specialization
- 5 - The Fees
- 6 - The buildings
- 7 - The number of international students

The Most important issues to evaluate any university based on the respondents opinions

How Did The Respondents Students Choose UCL?

- 1 - The availability of their subjects.
- 2 - Friend recommendation & Searching websites
- 3 - Lecturers' repetition
- 4 - advertisements
- 6 - The UCL fees

How many students felt regret of their choice?

The conclusion

- Most of the student chose UCL by themselves and depended on the availability of their subjects, followed by Friend recommendation & Searching websites
- Most of the students evaluate any university by the lecturer qualifications and skills .

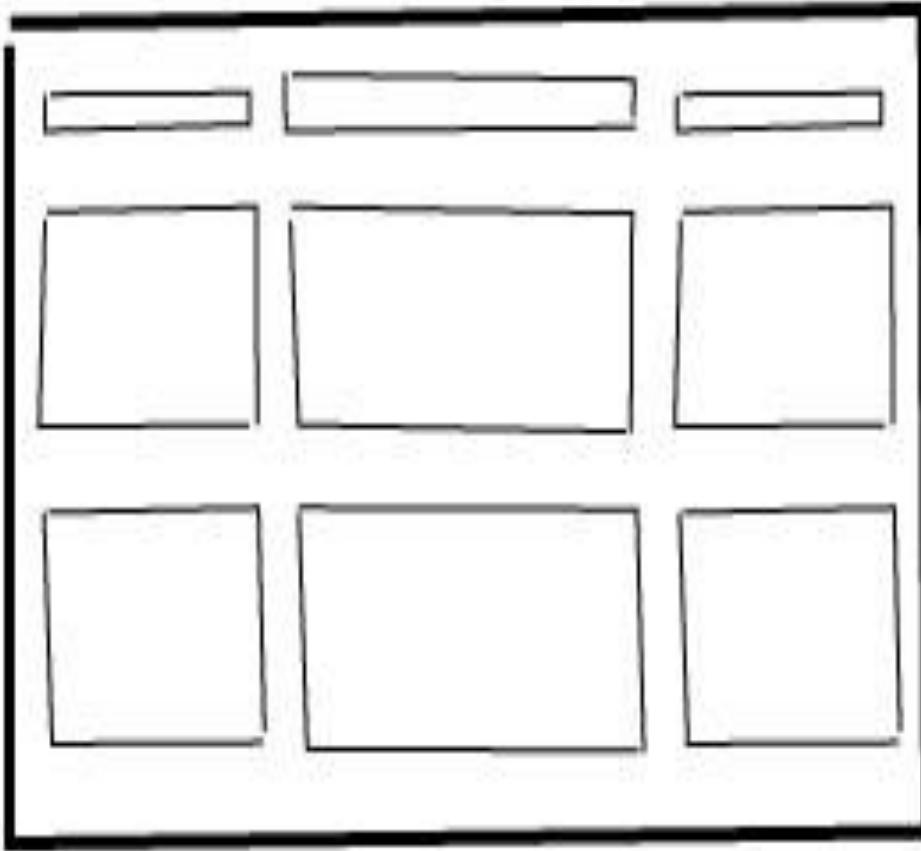
Why a poster?

- A poster is a large wall display, summarising a piece of work or research.
- They are often used at Academic conferences and courses.
- There is no set format but we want A2 landscape.

What will I get from the experience?

- Gives you an opportunity to develop your presentation skills
- Allows you to express your points in graphical terms
- Forces you to focus on key points in your research

Planning



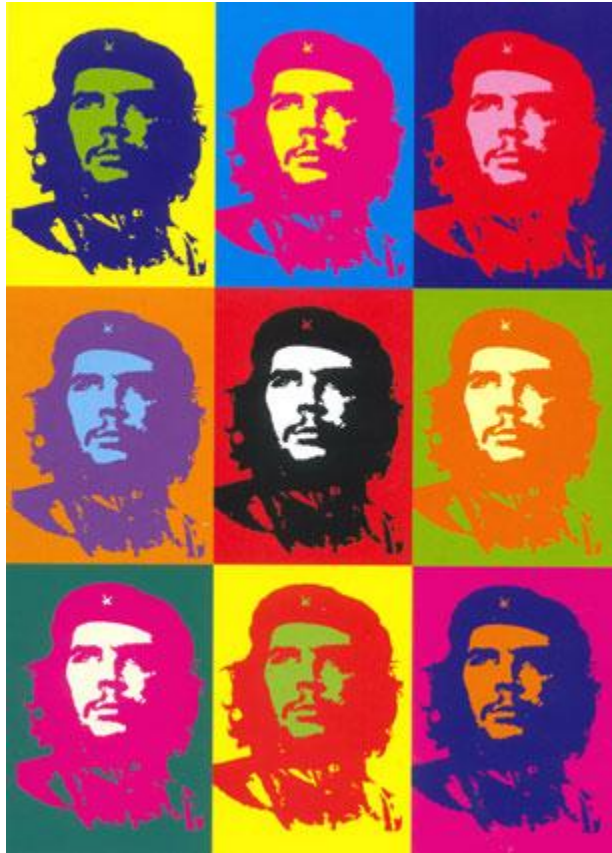
Sketch your poster

- Design decisions are based on A2 paper size (420mm x 594mm) in landscape.
- This amounts to 4 x A4 pages combined.

Planning (cont.)

- **What's the target audience in this task?**
- **A limited area in which to work so there's a need to focus on key points**
- **A need to edit your source material, i.e. be selective with content**
- **Important to create a visual emphasis**

Images



- What image best illustrates the main point of your poster?
- What is the purpose of your image.
- Images should be referred to in the text.
- Remember : Your images **must** illustrate your main points

Text Blocks

- How many sections of text? Think in terms of inches-per-section.

- Try different layouts – use bullet points.

- How many lines of text per section?



- Use phrases or words rather than full sentences.
- Distinguish between main points and subsidiary points
- Focus on the order of the material.

Your Aims & Objectives

- **Audience** - who is your audience?
- **Purpose** - what is your aim?
- What have you been asked to do?
- How much do you need to explain?
 - Avoid jargon

Design Principles

Poster presentations are about communication;

- Presenting a message as clearly as possible in a limited area.
- It is easy to “over design” in PowerPoint.
- Simplicity is the best approach.
- Posters are often viewed at a distance. Therefore diagrams and text have to be simplified.

Design Features

- A poster needs to be:
 - **FOCUSED**
 - **VISUAL**
 - **ORGANISED**
- **Focal Point** - try to achieve a focal point to attract attention, e.g. a dramatic photo that relates to the subject.
- **Colour** - Use colour to create an overall impression.
- **Type**
 - Posters must be readable from 1-2 metres distance.
 - Use a typeface that's easy to read, e.g. Helvetica or Palatino.
 - 18 point minimum, possibly bold.
- **Flow** – the order and sequence of your information should be clear.