



THE COLLEGE OF **WOOSTER**

Senior Research Symposium Presentation Guidelines 2022

All Materials Due by Monday, April 18

Christa Craven, Dean for Faculty Development, Jon Breitenbucher & Emily Armour, Educational Technology, Jacob Heil, Digital Scholarship Librarian, Melissa Anderson & Janet Okoben, Office of Marketing & Communication

Table of Contents

Poster Presentations	3
Recommended Software for Creating Posters	3
Titles, Texts and Fonts	3
Font Size & Selection.....	3
Body Text Formatting.....	3
Images & Visual Effects	4
Images & Poster Size	4
Colors.....	4
Alignment & Whitespace	4
Templates & College Logos	5
How to Submit Your IS Poster for Printing	5
Oral Presentations	6
Time, Space, Self & Audience	6
Organizing the Content for your Presentation	6
Effective & Engaging Delivery	7
Preparation.....	7
Speaking: Loud & Clear	7
Connecting with your Audience.....	7
Presentation Slides	8
Recommended Software for Creating Slideshows	8
Font Size & Selection	8
Verbiage	9
Images & Visual Effects	9
Images & Layout.....	9
Colors.....	9
Video & Special Effects	10
Templates & College Logos	10
Your IS Website & Digital Presentation	11
Images & Headshots	11
Image Specifications.....	11
Headshots	11
Image Descriptions	11
Creating Audio for a Digital Presentation	11
Recommended Software for Creating Audio	11
General Tips for Recording & Editing Audio	12
Help with your Audio	12
Creating Videos	12
Recommended Hardware & Software for Recording Video	12
General Tips for Recording Video (from Wooster’s Digital Studio).....	13
Using a Green Screen	13
Help with your Video	14
How to Submit Your Video Presentation for Your IS Webpage	14
Limited Access: Protecting Sensitive Data	14

Poster Presentations

Educational Technology has a number of resources available for creating IS posters—whether physical or digital—including templates, suggestions for layout, an [Academic Poster Planning Worksheet](#), [Creating IS Posters](#), and a [visual presentation with examples of many of the suggestions below](#).

Final Printed Poster Size: 36" tall by 48" wide

Recommended Software for Creating Posters

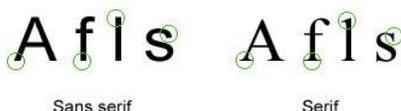
- [PowerPoint](#)
- [Pages](#)
- [Canva](#)

Please Note: You may choose to use a different program to design your poster, but resources through EdTech focus on those above.

Titles, Texts and Fonts

Font Size & Selection

- 88pt for title (minimum)
- 64pt for your name
- 48pt for section headings
- 36pt for body text
- For best readability, use a **sans-serif font** (one without small lines or “hooks” at the ends of characters), particularly for headings
 - Some common examples are: Arial, Tahoma, Verdana, or Calibri



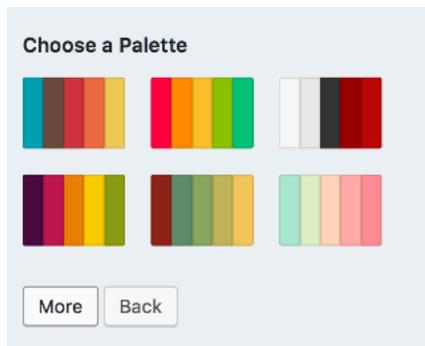
Body Text Formatting

- Flush left, rag right (this means that all lines begin against the left-hand margin and any leftover space is deposited along the **right**-hand margin – the way this webpage is formatted).
- For best readability, use 1.5 spacing
- Within the text, consider using bullets to highlight information
- Avoid using large blocks of text. Keep your word count to 800 words or less.
- Headings can also convey a lot of information in shorter form than a full sentence.

Images & Visual Effects

Images & Poster Size

- Use interesting & clear images to support your argument.
- Search for free images on [Openverse](#), which are openly licensed and/or in the public domain. Find other copyright-free media at:
 - [Unsplash](#)
 - [Flickr](#)
 - [Pixabay](#)
 - [Getty Images](#)
- Remember to provide alternative text (**alt text**) to describe each image and video, and check your **image ratio** for the clearest presentation. See more details in "Guidelines for Images & Headshots"



Colors

- Color should capture attention, but not distract.
- Use **contrasting colors**, such as dark text on a light background or light text on a dark background. Avoid combinations of colors that look similar or red/green combinations (as this is the most common form of color blindness).
- [Coolors](#) is a great **color palette generator**
- **Accessibility** is another key component of good design. [Make sure everyone can read the colors on your poster using the WebAIM color contrast tool.](#)

Alignment & Whitespace

- Leave some whitespace on your poster. It is important to increase readability and help your poster feel less cluttered.
- Grid guidelines can help to keep items aligned.

88 pt Title

 <p>My 48 pt Headline</p> <p>Below your title and one great main image, place one more image of related content. This is a great way to provide context and support your main message. To do this, you can use a smaller image or a smaller version of the main image. The image should be placed to the left of the main image, and should be smaller than the main image. This will help to create a visual hierarchy and make it easier for the reader to understand the content of the poster.</p>	 <p>My 48 pt Headline</p> <p>Below your title and one great main image, place one more image of related content. This is a great way to provide context and support your main message. To do this, you can use a smaller image or a smaller version of the main image. The image should be placed to the left of the main image, and should be smaller than the main image. This will help to create a visual hierarchy and make it easier for the reader to understand the content of the poster.</p>
  <p>My 48 pt Headline</p> <p>Below your title and one great main image, place one more image of related content. This is a great way to provide context and support your main message. To do this, you can use a smaller image or a smaller version of the main image. The image should be placed to the left of the main image, and should be smaller than the main image. This will help to create a visual hierarchy and make it easier for the reader to understand the content of the poster.</p>	 <p>My 48 pt Headline</p> <p>Below your title and one great main image, place one more image of related content. This is a great way to provide context and support your main message. To do this, you can use a smaller image or a smaller version of the main image. The image should be placed to the left of the main image, and should be smaller than the main image. This will help to create a visual hierarchy and make it easier for the reader to understand the content of the poster.</p>

Templates & College Logos

- Here is an [IS Poster Template from Ed Tech](#) with the specifications outlined above.
- You can find presentation templates and College logos on the [Marketing Resources Sharepoint Site](#)



How to Submit Your IS Poster for Printing

All submission links for Symposium materials can be found at:

Files for **printed posters must be submitted by the April 18 deadline** in order to be printed on campus through Technology Services. The cost of printing is covered for posters that will be presented at Senior Research Symposium.

If you need to pick up a printed poster BEFORE Symposium (such as for IS oral exams and/or conference presentation), you can use the same submission form. You will then be responsible for bringing the poster to Scot Center to display by 9 a.m. on Friday, April 29.

Posters will be transmitted to Scot Center for display the day of Symposium. They will be numbered and grouped roughly by Department or Program. Depending on the total number of submissions, our plan is to display all posters for the entire day, but students will be assigned two-hour blocks to be available to discuss their work with visitors with the intention of reducing crowding.

If you miss the deadline for on-campus printing or have an immediate need to print a poster the following stores may be able to accommodate you at your own expense:

- [Buehler's Milltown](#) (3540 Burbank Road | 330-345-5908)
- [Murr's Printing](#) (201 N Buckeye Street | 330-264-2223 | 800-562-8004 | murr@murrprinting.com)
- [Staples Printing](#) (3761 Burbank Road | (330) 345-4320)

Oral Presentations

Presenting research is an art and typically involves far more time preparing than actually presenting. Below are some tips on designing an oral presentation that highlights the most important parts of your research and conveys what is most exciting about it!

Time, Space, Self & Audience

- Oral presentations of your research can range from a 3-5-minute “lightning talk” to a 10-15-minute conference paper-style delivery. Just keep in mind that online audiences are probably more likely to engage with shorter presentations, so if your presentation involves a lot of explanation, you may want to consider pointing listeners to a written version (which you can upload as a PDF) but keep your remarks focused on analysis & the unique things that have come out of your research.
- Consider your positionality as a researcher in how you present your work. Check out this helpful [resource on talking/writing about difference](#), including race, ethnicity, social class, disability, gender identity, and sexual orientation.
- Remember that you are presenting on your research for a wide audience (family members, peers and faculty in various disciplines, etc.). This is an opportunity to speak about it in general terms, not for a specialized audience of discipline-specific peers or experts.
- To get ideas for your presentation, see [Lightning Talks Tips & Tricks](#) and/or watch a few [TED Talks](#).

Organizing the Content for your Presentation

Not sure where to start? Consider one of these strategies to **organize your thoughts**:

- Draft an outline (here is one [simple template from Microsoft](#))
- Mind-map your work free hand or digitally with a free program like [MindMup](#) (online, free & open-source), [Coggle](#) (online; free trial), or [LucidChart](#) (online, iOS, Android; free trial). If you are new to mind-mapping, you can find [useful tips on mapping concepts in your research from our EdTech staff](#).
- Free write a dialogue between two researchers whose work you draw upon and the central concepts they address. Then, how do you hope to join that conversation? Beginning with “I argue that ...”

Then create more detailed notes for yourself with good transitions between sections. Approximate times suggested below are for “lightning talks” (3-5 min) & conference-style papers (10-15 min).

Introduction (*Lightning Talks: 1 minute; Conference-style: 2-3 min*)

- Begin with a question, story or anecdote, draw your audience in with an interesting finding, explain why your findings are significant in your field, tell them how you got interested in this topic, or how it has informed/been informed by your Wooster education.

Main Discussion (*Lightning Talks: 2 minutes; Conference-style: 6-10 min*)

- Tell the audience about why your topic is important in your discipline (and beyond)
- Describe the work you did: how did you approach the experiment, literary analysis, performance, fieldwork, etc.
- What were the most interesting outcomes of your research?

Conclusion (*Lightning Talks: 1 minute; Conference-style: 2-3 min*)

- What were your main findings? And/or things that surprised you?
- How did your IS impact YOU—academically & as you look beyond Wooster?
- Remember to thank those who supported and inspired your research, such as your family and friends, your advisor, other mentors, and any groups that gave you funding and support.
- And always give credit where credit is due – **cite your sources**, either by acknowledging them verbally or including written citations.

Effective & Engaging Delivery

Preparation

- **Practice—out loud**—until you feel confident with your words, can speak fluidly, avoid fillers (ums, uhs, you know), and are within the time limit
 - Rehearse **at least once** on your own.
 - Do a minimum of two run-throughs with a friend or family member (virtually or in person) and make any necessary changes.
 - If you are creating a digital presentation, one benefit is that you can record and re-record until you are satisfied with the result. Listening to a recording or yourself before an oral presentation is also useful to tweak your content and/or delivery to make it how you want it to sound.

Speaking: Loud & Clear

- **Pause & breathe.** Pauses tend to feel much longer to speakers than to listeners, and they bring audible structure to your presentation. Practice counting silently to three (slowly) between points. They can emphasize important information, make transitions obvious, and give the audience time to catch up between points and to read new slides.
- **Project your voice.** Make sure that your audience can hear your presentation well. As a rule of thumb, make sure that your presentation is clear and audible at a medium volume adjustment.
- Speak with confidence. **You are the authority on your IS project.** But don't be afraid to admit that there are things you don't know about your topic. Good questions you can't immediately answer can become fodder for great continued conversations with those who are interested in your research.

Connecting with your Audience

- Look at the audience (or camera) as much as you can. Don't simply read from a printout, notes, or other screen.

- Invite audience members to engage and ask questions.

Presentation Attire & Visual Aids

- Dress like a professional in your field (which will look different based on what field you are in). For many, this is “business casual” or “academic casual” ([click here for an illustrated guide](#)). For others, more formal attire is appropriate (i.e., a business suit). But professional attire can also involve field attire (think geology or archaeology chic) or costuming to look the part from a theatrical production you are analyzing or performing as part of your IS. You could also consider incorporating a piece of clothing that represents or comes from your research.
- You may also wish to use “props,” visual examples that help to convey the ideas you are discussing.
- If you are considering using PowerPoint slides to accompany your presentation, use slides with visuals that will help to clarify your verbal description or offer information that you can’t convey verbally.

Presentation Slides

All academic slideshows should be created with the following question in mind: **what is most necessary to improve your communication with your audience?**

And follow the golden PowerPoint rule: **don’t read your slides!**

Use both visual elements and text on each slide to clearly convey your information. This could include photos from your research, graphs, diagrams, artwork, graphics, etc. It might also incorporate decorative elements, but those should generally be kept to a minimum.

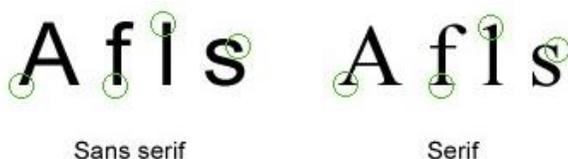
Recommended Software for Creating Slideshows

- [PowerPoint](#)
- [Canva](#)

Please Note: You may choose to use a different program to design your presentation, but resources through EdTech focus on those above.

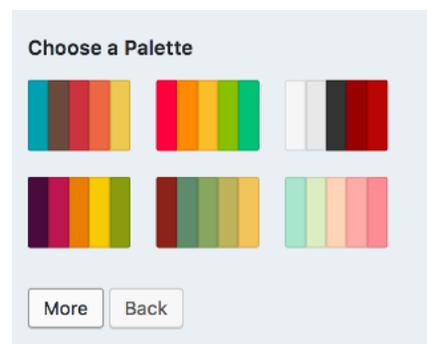
Font Size & Selection

- Size and type **should be standard** throughout your slides
- Minimum size for heading text: **40 point and bold**
- Minimum size for body text: **24 point**
- For best readability, use a **sans-serif font** (one without small lines or “hooks” at the ends of characters), particularly for headings
 - Some common examples are: Arial, Tahoma, Verdana, or Calibri



Verbiage

- Keep text **to a minimum**. Really. If you put it on a slide, it is because you want your audience to read it. The text on your slide may provide an outline of what you are saying, but you should never just read a slide.
- Use bullet points rather than complete sentences. A common standard is the 6/7 rule: no more than six bulleted items per slide and no more than seven words per item.
- Identify photos, graphs, and figures with captions/titles.



Images & Visual Effects

Eye-catching visuals—color, layout, still images, video—can be useful tools to capture your audience’s attention. Graphs, tables, and diagrams can often help you convey complex concepts more quickly, and photos can frequently enhance a story or explanation in your oral or written presentation.

Images & Layout

- Leave some whitespace on each slide, even (or maybe even especially) when you are incorporating both text and images. It increases readability and helps slides feel less cluttered.
- Grid guidelines can help to keep items aligned.
- Search for free images on [Openverse](#), which are openly licensed and/or in the public domain. Find other [copyright-free media resources](#) at:
 - [Unsplash](#)
 - [Flickr](#)
 - [Pixabay](#)
 - [Getty Images](#)
- Consider incorporating **a few photos of yourself** doing research
- Remember to provide alternative text (**alt text**) to describe each image and video, and check your **image ratio** for the clearest presentation. See more details in “Guidelines for Images & Headshots”

Colors

- Color should capture attention, but not distract.
- Use **contrasting colors**, such as a dark text on a light background or a light text on a dark background. Avoid combinations of colors that look similar or red/green combinations (as this is the most common form of color blindness).
- [Coolors](#) is a great **color palette generator**

- **Accessibility** is another key component of good design. [Make sure everyone can read the colors on your poster using the WebAIM color contrast tool.](#)

Video & Special Effects

- If you **insert videos into your slideshow**—a) make sure they work & b) that you calculate the time it takes to show them into the overall time of your presentation.
 - [Microsoft's guidelines](#) for adding video to PowerPoint
- **Use special effects sparingly.** Many programs include options for animations, cool transition effects, sounds, and other special effects. They can be an effective way to make sure the audience notices something (a key point, transition, etc.), but they can also be distracting, especially if used frequently.

Templates & College Logos

- Here are a range of slideshow presentation templates for [Canva](#) and [PowerPoint](#).
- For more free templates, check out [SlidesCarnival](#).
- You can find College of Wooster PowerPoint templates and College logos on the [Marketing Resources Sharepoint Site](#)



Your IS Website & Digital Presentation

Images & Headshots

Image Specifications

- Use clear images—the resolution of the image should be at least 200kb (max: 50MB) and the size of the image should be no less than 600 px x 600 px.

Headshots

Some of you will likely have a picture that looks professional enough to serve as a Headshot (typically, a photo of a person's head, face, shoulders and sometimes part of the torso). For those who don't, this is a helpful guide on how to take one with a smartphone:

- [Do-It-Yourself Headshots ... with a Smartphone \(and a Friend\)](#)
- If you don't have someone else to take your photo, **use a tripod** (or a makeshift pile of books or other things you have laying around). Then, use the built-in timer (or remote) for your camera or smartphone to snap your best photo.
- Use natural light when you can. Go outside or look for a spot by a window that is naturally lit.
- Look for a simple background. That could be a wall, a tree trunk, a bookshelf—anything with a relatively simple texture.

Image Descriptions

Provide alternative text (**alt text**) to describe every image you include (shapes, pictures, charts, SmartArt graphics, etc.). Alt text conveys the meaning and context of a visual item in a digital setting, allowing all readers to understand pictures and other visual content. When someone uses a screen reader to view documents, they will hear the description written in alt text; without the alt text, they will only know they've reached a picture without knowing what the picture shows, or whether it is merely decorative.

- Alt text is typically limited to a phrase or a sentence. Consider what is most important about an image that you wish to highlight.
- Here is a guide to [writing effective alt text by Microsoft](#).
- And [Microsoft's directions on how to add alt text to an image](#).

Creating Audio for a Digital Presentation

Recommended Software for Creating Audio

These are the software programs that Educational Technology and the Digital Studio recommend for creating audio. You may upload them on the Submission Form as an .mp3 file here (50MB limit).

- EdTech's [Guide to Audio](#)
- [PowerPoint \(slideshow with narration\)](#)
- [Garageband](#)
- [Quicktime Player](#)

- [Audacity](#) – free, open-source software for editing and recording audio (compatible with Windows, Mac OS X, GNU/Linux)
- In addition, you can find helpful information in the [Digital Studio's documentation for the Sound Studio](#) in the Library, especially the [list of tutorials and tips for podcast recording](#).

Please Note: You may choose to use a different program for audio, but resources through EdTech focus on those above.

General Tips for Recording & Editing Audio

- **Make a (written) plan.** See more on outlining above in “Guidelines for Creating Effective Oral Presentations.”
- **Remove as much ambient noise and potential for distraction as possible.** Even sounds like a spinning ceiling fan, can create distracting background noise in your recording. Before you start recording, make sure that any fans are turned off and any phones or other electronics that could interrupt you are silenced.
- **Headphones** can be useful for editing if you have them, since they allow for better audio quality.
- **Wear presentation attire—yes, to create audio!** This sounds counterintuitive since your audience won't be able to see you. But you won't feel, or sound, as professional in your pajamas or sweatpants. Put on shoes, fancy up your hair, if you wear make-up put some on ... anything you can do to help yourself feel professional.
- **Speak clearly, slowly, and close to the microphone** to help your audience understand you best.
- **You can do multiple takes!** Audio recordings aren't a “one and done” kind of deal. You can edit together the best parts.
- **Be kind to your future self.** Give cues about edits *while you're recording*. After you make a mistake, say something like, “okay, trying that again in 3... 2... 1....” This will make editing go faster and contribute to a better finished product.

Help with your Audio

If you'd like help creating or editing your audio, you have options. You can book a consultation with [Educational Technology's Student Technology Assistants](#). You can also use the Sound Studio for recording or, while in Andrews' Library's Digital Studio, get help from CoRE Consultants on duty. For information on appointments, hours, and available equipment, [please see the Digital Studio's guide](#).

Creating Videos

Recommended Hardware & Software for Recording Video

See Ed Tech's support for [Video Lecture Options](#) including the [Guide to Utilizing Video](#). Use your computer, smartphone, or cam recorder (if available) to record with:

- [Teams "Meet Now"](#) to share your screen and record your presentation – works on your computer, tablet, or smartphone (Teams meetings recordings are saved to OneDrive)
- [iMovie Workshop](#)
- [PowerPoint with 'talking head' narration](#)

- [Record your Face & Screen on QuickTime](#) (Mac)
- [Camera](#) (Windows 10)

General Tips for Recording Video (from Wooster's Digital Studio)

- **Wear presentation attire—even if you'll just be on camera from the waist up!** You will feel—and most importantly sound—more professional.
- See “Guidelines for Creating Effective Oral Presentations.” In addition, these are suggestions for appearing on video in particular:
 - Mid-range solids or subtle patterns, navy, soft non-textured fabrics are best for video.
 - Avoid clothing with small tight patterns, including pinstripes and herringbone
 - Don't wear blue or green if you want to use the blue/green screen.
 - Avoid fabrics that make noise when they move or are pressed against a microphone (wool).
 - If your complexion shines or if you tend to sweat a lot, use tissues to blot or wear some light face powder.
 - Make sure that the location is well lit, preferably with natural light
- **Look directly into the camera** keeping your gaze as steady as possible. Imagine you are speaking to someone as you record your video.
- **Pick a side.** While designing your presentation, make sure you know what side you wish to stand on (and it is comfortable) and design your presentation around that.
- You may wish to have **someone help** with video-recording your talk. Alternatively, **use a tripod, or a stack of books** to steady the camera & position it so that your face and any other presentation materials are visible.
- Do a **sound check** to assure quality of audio.
 - **Speak clearly & slowly** to help your audience understand you best.
 - **Remove as much ambient noise and potential for distraction as possible.** Before you start recording, make sure that any fans are turned off and any phones or other electronics that could interrupt you are silenced.
- **Remember, you can do multiple takes!** You can also edit together the best parts.

Using a Green Screen

If you have a green screen, you can also make a video presentation in which you superimpose yourself in front of your slideshow. The One-Button Studio in Andrews Library's Digital Studio features a green screen option. [Reserve spaces through 25 Live](#).

For more info on this option, including PowerPoint templates for standing stage left or stage right to give your presentation, see the [Digital Studio's Instructions](#). More information about the Digital Studio – including features, appointments, and hours – [please see our guide](#) and contact Jacob Heil (jheil@wooster.edu) if you have questions.

Help with your Video

As with audio presentations, if you'd like help editing or creating your video presentation, you can book a virtual consultation with [Educational Technology's Student Technology Assistants](#). You can also get help from CoRE Consultants on duty in Andrews' Library's Digital Studio. For information on appointments, hours, and available equipment, [please see the Digital Studio's guide](#).

How to Submit Your Video Presentation for Your IS Webpage

There are two ways you can submit your audio & video presentations for inclusion in the Virtual Symposium:

1. **PREFERRED:** Export an mp4 video file from your video or narrated PPT and upload your video file (mp4) to YouTube or Vimeo and provide the link when completing the submission form. Below are instructions for both platforms:

- [Uploading to YouTube](#) (brief video)
- [Uploading to Vimeo](#) (Help Center, including compression tutorials)

Make sure permissions are set to allow public viewing for posted videos. We will use the embed code to display your video.

2. You may also share a video file with marketing@wooster.edu and we will upload your file to Wooster's official YouTube channel.
 - First, save the video file to OneDrive, Microsoft Stream, Dropbox, or Google Drive
 - Then share it with marketing@wooster.edu. *Make sure to provide us access to download (not just view) the file when sharing.*
 - For support, see the webpages below:
 1. Ed Tech's handout [Uploading and Sharing Files in OneDrive](#)
 2. Ed Tech's [Stream](#) post
 3. [Dropbox Help Center](#)
 4. [Google Drive Help](#)

Limited Access: Protecting Sensitive Data

We understand that some projects may contain data or information that you (and/or your advisor) cannot share with an audience outside of the College of Wooster community. This is particularly true for students who are working with proprietary chemicals/procedures or intellectual property owned by another entity, and/or students who have worked closely with a faculty member and are concerned that sharing "pre-publication" information could be damaging to publication plans or future research.

Students should consult with their faculty advisors if they have questions about whether their project requires "limited access".

If your presentation contains material that you and your academic advisor feel should not be accessible to the general public, please submit your content using the option marked "limited access." Limited access pages will publicly display a student's name, major/minor information, advisor's name, project title, and headshot (if available). All other content may be accessed by links to your content on Microsoft 365 OneDrive or Stream, which require Wooster credentials to access. You have the ability to limit/change that access level at any time by changing file settings in OneDrive or Stream.

Within Stream and OneDrive, you can choose to share your materials with "People within The College of Wooster" or choose "Specific People" (within the College). Stream is not accessible to people without a wooster.edu email & credentials.

The following language will appear with the link(s) to your "limited access" materials.

This student's abstract and presentation are only viewable by members of College of Wooster community (who can log in with their Wooster credentials). Others who are interested may request additional information on this project from the author.

Students who opt for limited access will still have the opportunity to participate in real-time Q&A with visitors and you may share your work with family and friends outside the College as you and your advisor deem appropriate.

Link settings

×

Who would you like this link to work for?
[Learn more](#)

🌐 Anyone with the link ⓘ

📧

People in The College of Wooster with the link
✓

👤 People with existing access

👤

Specific people

Other settings

Allow editing

Apply

Cancel