

GUIDELINES TO IMPROVE THE QUALITY OF SEMINARS AND POSTERS

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SUMMARY : *Guidelines for more effective and impressive seminars are highlighted and the ways to improve poster presentations are listed.*

A subject with which the presenter is familiar and is not longer than 15 minutes talk should be selected for seminars. Graphical presentations to tables and slides to acetates are superior in terms of visual impact. Rehearsal before delivery is advised in order to check whether the time allocated is effectively utilized and the presentation is clearly visible behind the seminar room.

For poster presentations experiments having not more than 3 factors should be preferred. For brevity, wording should be minimised. Letter size should be minimum 2.5 cm and 1.0 cm for title and text in bold. The number of figures should not exceed 8. Computer generated output, photo-enlarged to desired sizes in coloured background, is good enough for an effective poster.

POSTER GÖSTERİSİ VE SEMİNERLERİN KALİTESİNİN ARTIRILMASI İÇİN TAVSİYELER

ÖZET : *Daha etkili bir seminer gösterimi için kurallar özetlenmiş ve poster gösterilerinde kalitenin artırılma yolları önerilmiştir.*

Daha etkin bir seminer gösterisi için sunucu kendisinin aşına olduğu 15 dakikayı geçmeyen bir konuyu seçmelidir.

Grafik halindeki gösterim tabloya ve slide ise aseptata göre daha etkili olmaktadır. Zamanın etkin kullanılması ve gösterinin odanın her tarafından rahatlıkla görülüp görülmediğini kontrol için önceden tatbikat yapılması faydalı olmaktadır.

Poster gösterimi için 3'den fazla factor ihtiva etmeyen denemeler tercih edilmelidir. Kısa ve öz bir anlatım tercih edilmelidir. Başlık ve metin için harf büyüklüğü 1.0 cm ve 2.5 cm olmalıdır. Uygun renkli bir zemine fotokopi yoluyla büyütülmüş bilgisayar çıktısı etkili bir gösterim için yeterli olmaktadır.

INTRODUCTION

Seminars on undergraduate and graduate level are held annually at the departments of Faculty of Agriculture. However, quality in previous seminars varied due to unfamiliarity of students with techniques for making effective presentations. Some of them were reasonably well prepared, but some were rather long and presentations were poorly performed. Seminars provide the training and communication ground for students as well as academic staff. A good presentation accompanied with adequate visual skills could enhance undergraduate and graduate seminars and give confidence in facing audience. This article briefly highlights the guidelines for students to improve their presentations. For further information regarding the matter those interested are referred to reviews by McCown, 1981; Abelson, 1983; Brun et al. 1984; Lyons et al. 1985; Stamps, 1986; Singha and Gartin, 1988.

GUIDELINES FOR IMPRESSIVE SEMINARS

Selecting a topic

Topic selected should be of interest primarily to the presenter so that he/she feels more comfortable during seminar. Reviewing and synthesizing literature on the selected topic are advised. The review accompanied with an abstract and five to seven latest literatures should be handed to the audience before presentation.

Length of seminar

The content of presentation should not exceed 10-15 minutes talk so that it can be easily read and comprehended by the audience. Otherwise audience would lose its interest and be distracted from the theme of the topic.

Preparing audio-visuals

Overhead acetate transparencies are widely used due to their ease of preparation, but slides are highly recommended since they have more visual impact and can be maintained for a long time. Help can be sought from a professional photographer and photography laboratory at the university. Those with knowledge of basic photography may acquire the information regarding filters, type of films to be used etc. from a variety of photography books such as Hedgecoe (1986). Also available are equipment for computer-generated slides. This equipment generates quickly even multi-colour slides directly from personal computers in almost every computer program (e.g. matrix Personal Colour recorder, Orangeburg, New York).

The University of Atatürk is also expected to acquire such a facility soon.

Outset of data

The data to be used should be legible and preferably printed with a laser printer. Titles and data should contain only necessary information so that the audience could be able assimilate the information in a slide in about 30 seconds. The size of lettering should be clearly legible from at a distance 8 times the height of the original so that it is clearly visible from the back of an average-size room. Should slides be used, a blue background is advised contrasting with a white lettering to reduce eye fatigue. Graphics may have more visual impact on audience than tables having a junk of information.

Rehearsal

In order to be effective and to see whether the time allocated is properly utilised rehearsal before presentation is necessary. Prior planning could prevent poor performance and ascertain whether slides and acetates are in order.

Delivery

Presentation should start with a brief and concise introduction in order to attract the attention of audience. Speaker should be acquainted with verbal communication skills such as pronunciation, articulation, volume and pitch of voice and speed of presentation. Volume of the voice should be audible at the back of room. Posture, gesture and facial expressions as well as eye contact may enhance presentation. Verbiage can diminish the impact of talk. Statements like 'as is in table' 'as you can see' 'this figure shows that' and pauses of "aaa" "OK" etc. can weaken the impact. Excessive hand and body movement can distract audience. Pointer should be used only to direct the attention of audience.

GUIDELINES FOR PREPARING POSTERS

Selecting topic

Properly prepared posters can be an excellent means of communicating research results and convey a message very effectively. Posters have the advantages of increasing time for intensive discussion and greater flexibility and contact in meetings. Nonetheless, themes to be included in poster should be not more than 3. Multifactorial experiments may not be suitable for poster presentation.

Preparing manuscript

A poster is an illustrated abstract of a publication, so simplicity and clarity are of utmost importance. Materials and methods should be deemphasized unless absolutely necessary. Concise introduction, results, discussion and conclusion are important for viewers to see how you interpret your results. Details can be provided as print-outs.

Size of manuscripts

In preparing titles letters should be a minimum of 2.5 cm high and in bold. Headings for tables and figures should also in bold and letter size should be between 0.6-1.0 cm in order for viewers to read at a distance of 1-2 m. The number of tables and figures should not be more than 8 in a poster. Figures and tables should be bigger than 20x25 cm.

Producing output

Although scripts can be produced using hand-drafted lettering such as Letroset lettering, press tapes and hand lettering and using photomechanical transfer process which is commercially available, personal and mainframe computers can be conveniently used for preparing material. Computer output can be photo-enlarged to desired sizes.

Mounting output

The space allocated for a poster can be separated into a number of components so that it can be easily transported. Charts, graphs and text should be mounted on a cardboard (mount board) using an appropriate type of spray glue and placed in a lay out that creates a flow enabling viewer to catch salient points

Finish for output

Colouring can be used effectively to attract the attention of audience. A constructed mount board with tilted colours and multicolored charts may enhance presentation. This could be easily achieved by using coloured paper for photocopying. But, colours must be chosen prudently, more than 3 colours can be distracting. Avoid red/green and blue/green colours in case a viewer may be colour-blind. Photographs can also enhance the presentation if appropriate and necessary to be included. Final output should be polished to add interest simply by using sticky transparent films which are available on the market. Make sure to have

enough supply of push-pins and sticky tape to assemble poster.

KAYNAKLAR

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