

This assignment consists of two parts: an oral presentation using Powerpoint or a poster, and a written brief that summarizes and sources your findings. An outline of your presentation will be due shortly after case studies are assigned. The first draft of your team's oral/poster presentation will be due a couple of weeks before your scheduled presentation. Your team will hand in a printed color copy of each of your slides, with one slide per page, or a copy of your poster, printed in color on 11x17 paper. I will edit and vet these, and give them back to you in time to revise for your actual presentation. Your slides or poster are due to me the night before your presentation. Your brief will be due one week after your presentation – this will give you time to integrate comments, questions, or feedback from your presentation into your written brief. Some suggestions for constructing effective slides, an effective poster and an effective brief:

Presentation:

*Bad Slides:*

- have lots of text on them
- have small or tiny images
- images are pixelated
- image dpi is too small (when scanning, 300 dpi should provide you with sufficient pixels to display your images clearly using a projector)
- have images that were not descreened (when scanning illustrations from printed media, descreen images while scanning to eliminate the 'chickenwire' pattern)

*Good Slides:*

- images are sharp and crisp, and don't look like you downloaded them from a shoddy website.
- support your oral presentation
- don't replace oral portion of briefing
- don't have text on them, or have very little text. A good rule of thumb is that anything on your slides that can be stated by you verbally, should not appear on your slides as text.
- have scale bars (for photographs where the audience might not know the size of what you are displaying)
- indicate what data/illustrations/plots are yours, and what are modified from others

*Posters:*

- To get an idea of the general layout of a poster, see examples of posters in the hallway on the second and third floor of the Geology Building.
- Most of the aforementioned posters are poorly done... they have too much text, and too few photos or illustrations. People don't read text in museum exhibits, and they sure don't read it on scientific poster presentations – they look at the images/figures/diagrams, sometimes read the associated captions, and often talk with the poster presenters about their observations or data. Where you do have text (e.g., in the figure captions, title, or abstract), make sure it is LARGE.
- The same suggestions for "good slides" largely apply to a "good poster."

Case Study Brief:

- 3 pages total; don't use a 'title page'
- use bullet points, and don't write it like an English paper.
- write it like a proposal or an outline
- reference it – presume whomever reads it won't believe a single unreferenced or uncited statement. Your references can be separate (i.e., not included in 3 pages). References must be peer-reviewed. Government or scientific agency reports (and I don't mean "The Sierra Club" or "The Cato Institute", "The Heritage Foundation" "or other such nonscientific, politically driven agencies) are OK to use. Clearly distinguish between observations and interpretations.
- your figures can be separate (i.e., not included in 3 pages)

