

M.A. Plan B Poster Information Packet
Department of Media and Information
Effective March 10, 2015

The following packet is intended to help M.A. students prepare for their Plan b Poster exit requirement by aggregating information from the various sources. This document is not meant to replace the other official documents, and students are required to review the original documents on an ongoing basis.

This information packet contains the following items:

- Select excerpt from the M.A. Handbook that relates to the Poster requirement.
- Suggestions for printing your Poster.
- The Poster Proposal Approval form, to be submitted upon the approval of the Poster topic by the student's M.A. Academic Advisor.
- The Results of the Plan B Poster Defense form, to be submitted upon the completion of the Poster Defense.

(Pages 10-12 and 31 from M.A. Academic Handbook; available on:
<http://gradstudies.mi.msu.edu/academics/requirements-resources/>)

Plan B – Master's Poster

a. Poster Advisor and Evaluation Committee

The student works under the supervision of his/her Advisor on a Poster that describes the critical portions of a research or practical experience completed concurrently with the student's enrollment in courses. Posters will be evaluated by an evaluation committee consisting of three members: two regular faculty members from the Department of Media and Information, and the Director of Graduate Studies for said Department.

b. Poster content

During the semester of graduation (fall or spring), the student must prepare a poster that describes the critical portions of a research or practical experience completed concurrently with the student's enrollment in courses. Examples of experiences suitable for poster presentations include, but are not limited to, independent study, research experiences or design projects outside of coursework, internships, course projects that have been expanded and taken further than the course allowed for, etc.

c. Poster credits

There are no credits associated with the Poster. However, students who intend to create and present a poster for this Plan B option must also be registered for at least one credit during the semester in which he or she intends to complete the culmination experience.

d. Preparation of Poster

The printed and laminated poster should be of the following dimensions: 40 in. wide by 32 in. tall. There are many resources available on the Internet that provide advice and guidelines for creating effective posters. Here are links to a few suggestions:

- <http://urca.msu.edu/uuraf/presentation/format/poster>
- <http://www.ncsu.edu/project/posters/>
- <http://www.cns.cornell.edu/documents/ScientificPosters.pdf>

The table below provides suggestions regarding the poster’s content:

Research or Design Project Poster	Internship Poster
Title (Research title, student name, faculty mentor name. <i>If the project was a team effort, list team members and clearly explain the presenting student’s role</i>)	Title (student name, business name/business focus, location of internship, mentor & faculty name)
Abstract – concise summary of what was done and what was learned	Abstract – concise summary of what was done and what was learned
Introduction - one or two paragraphs explaining why the work was done and the purpose. Alternatively, the purpose may be covered in a brief section titled “objectives.”	Learning objectives – list of the objectives the student planned to achieve by completing the internship...why did the student pursue the internship?
Method - a summary of the method used to gather and analyze the data, or the process or steps followed to produce the design.	Description of responsibilities/activities – a summary of the major responsibilities and activities during the internship
Results/Findings - a brief discussion of major findings or important features of the design or product, using bullet points or numbered sentences, and whenever possible, appropriate visuals (mockups, wireframes, tables, charts and/or graphs, etc.). All visuals should include titles and/or legends. This is the most important focus of the poster.	Special project description – a brief discussion of the special project completed as part of the internship. Describe the objective of the project, activities necessary to complete the project and specific outcomes of the project.
Implications for practice – a paragraph or two of suggestions for how the results, design, or product could help/affect practitioners and/or other designers, and suggestions for future research.	Application of content learned in graduate courses – how did information learned in class help with the internship...what are specific class “learnings” that could be applied during the internship?
Lessons learned – what did you learn about the research, design or development process, the research question, etc. and what would you do differently on this or another project?	Lessons learned – what did you learn about the industry, the company, the career process, yourself?

e. Oral examination of the M.A. Poster

Posters will be presented at a poster session that will take place no later than the Friday before commencement (fall or spring). As mentioned above, posters will be evaluated by an evaluation committee consisting of three members: two regular faculty members from the Department of Media and Information, and the Director of Graduate Studies for said Department. The responsibility for serving on the evaluation committee will rotate among the faculty members of the department, so the student needs

to ensure the work – vis-à-vis the poster – is communicated effectively among a Committee that may not be experts in the student’s specific area of work being presented.

Students must attend the poster session in real-time (i.e., not pre-recorded), either in person or via live video conference, to interact with the evaluation committee and present the poster. Students will dress professionally and appear with their poster to answer questions from the evaluation committee and invited guests (faculty, internship company representatives, family members). Non-attendance is grounds for automatic failure.

Posters will be evaluated on a pass-fail basis. Criteria for evaluation will include originality, timeliness and importance of the topic and issues discussed, integration and application of concepts learned in the program, and the student’s ability to articulate both what they did and why they did it that way in a clear and effective visual format (the poster) and spoken presentation (the conversation with the evaluation committee). Students choosing to present work that was done as part of a team must take extra care to ensure that their poster adequately communicates the student’s individual efforts and contributions.

The evaluation committee will provide written feedback to students completing the Plan B Poster Presentation. If a student fails the poster evaluation, he or she will be provided comments that include a rationale and explanation for why the student failed. The student may present a revised version of the poster that corrects areas of the poster or presentation that were deemed insufficient by the committee in the first attempt, in the following Fall or Spring semester. Students may **ONLY** attempt the poster presentation twice.

Suggestions for Printing your Poster

There are several options available to you for printing your Poster, and various factors that you may wish to consider (e.g., cost, turnaround time). A list of vendors that you may wish to consider follows:

@MSU - MSU Library: Printed via plotter, with an earlier cost estimate of \$15 each, and with an option to laminate your printed poster for an extra fee. Your submitted poster needs to be in PDF format. For more information, please visit <https://www.lib.msu.edu/computer/printing>.

Off-campus (*note: we no prior experience with printing large posters with any of them*):

- **Capital Imaging:** Good and reasonable costs; <http://capital-imaging.com/>

- **Kinkos/Fedex:** Rather expensive but very fast, usually same-day if there's not a long line; <http://local.fedex.com/mi/lansing/>

- **ASAP Printing:** Fast and good quality; <http://www.asapprinting.net/>

**Michigan State University
Department of Media and Information**

POSTER PROPOSAL APPROVAL FORM (08/14)

Date: _____

Student Name: _____

Student Number: _____

Student Email Address: _____

Semester for Poster Presentation: _____

Poster proposal (description <250 words):

Advisor Signature

Advisor Printed Name

Director of MA Studies Signature

Michigan State University
Department of Media & Information

Results of Plan B Poster Defense (8/14)

Student Name: _____ PID: A _____

Title of
Poster: _____

_____. Date of Defense: _____
(You must be enrolled for at least 1 credit)

_____ The Poster is satisfactory.

_____ The Poster is not satisfactory, student needs to do the following:

_____ The Poster has been revised as instructed and is now satisfactory.

Date: _____
(Advisor Signature)

_____ Poster is rejected. Recommendations: _____

Examination Committee Member #1 Signature

Examination Committee Member #1 Printed Name

Examination Committee Member #2 Signature

Examination Committee Member #2 Printed Name

Director of Graduate Studies Signature

Director of Graduate Studies Printed Name