

## KTP ASSOCIATES POSTER COMPETITION 2017: THE BRIEF

The aim is to represent your project as a compelling example of the **three-way benefit** generated in undertaking a KTP to the Company, University and KTP Associate.

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### **Abstract Submission**

Once you have registered to deliver a poster, you will be sent a link to the abstract submission form. The abstract submission deadline has been extended to **Friday 12th May**.

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It is important that the focus of your poster is based around the benefits (actual or envisaged) of the project, rather than solely on the detailed technical information.

The posters must include a project title (succinct, clear, and catchy), names of key staff (i.e. 2x supervisors and Associate) as well as the logos of the company, university and KTP & Innovate UK (please ensure you use the latest logos (these can be provided on request)).

Your poster must be legible (no very small font sizes) and able to be understood by an intelligent layman. They must be produced in Powerpoint to A1 size (please refer to A1 poster guidelines for more information).

The judging will be weighted 60% towards content and 40% towards layout/ presentation.

*NB: please see the judging guidelines/scoresheet for more information on the breakdown of scoring, as this should help shape the content of your poster.*

Please ensure your completed entry is approved by both your academic and company supervisors.

You may find it useful, particularly if your project is in the early stage, to refer back to the original funding application for the envisaged benefits of the project.

### **Early to Mid-stage Project Category**

#### **If your project is up to or around halfway through**

As your project may not be fully established yet, we realise you may not have achieved planned outputs as yet so it is perfectly acceptable for the benefits which you highlight to be envisaged rather than actual and for outcomes of the project to be aspirational rather than achieved.

### **Established Project Category**

#### **If your project is over halfway through**

As your project is over halfway through and in some cases recently completed we hope that at least some of the planned outcomes of the project will have been achieved and so would encourage you to report on actual benefits of the project. (Using the tangible benefits collated through the project would be useful here!)

We also realise that if you are only just over halfway there will still be some envisaged and aspirational benefits and outcomes to your project which you should also include. You can also show any benefits obtained that were not originally envisaged.

Please forward completed entries to [ktpa2017@contacts.bham.ac.uk](mailto:ktpa2017@contacts.bham.ac.uk)

Closing date for final entries: **19<sup>th</sup> May 2017**

**\*PRIZES WILL BE AWARDED FOR WINNING ENTRIES\***

## **A1 Poster Guidelines**

### **A1 size**

Set the page to A1 size - File/Page Setup - 59.4 x 84.1 cm

### **Text**

Suggestions for text size to be no smaller than:

Title:	70 pt bold	Author & Address:	30 pt
Subheadings:	30 pt bold	Body text:	20 pt

### **Embed fonts**

In the 'Save As ..' command window, go to Tools/Save options/Embed TT fonts. This will help prevent printing problems. If you can't embed the fonts (because of lack of memory) please stick to standard Microsoft fonts.

### **Colour and Effects**

A1 posters are printed in such a way to allow fast production. There are, therefore, certain constraints worth bearing in mind to get an optimum print.

Graduated and strong coloured fills will not print as well as flat, pale colours.

Use a pale coloured background with dark text. Transparent fills may not print correctly.

### **Images**

The resolution of images (photographs, graphics & logos) should be at least 300 dpi. It is inadvisable to download images (including logos) from websites, as they are usually of a very low resolution.

Do not crop images by dragging from a corner, as this creates a large file when inserted into your poster. Please use the resize option on the toolbar.

### **Printing**

Please do not print your own poster. All posters will be printed by the organising team so please ensure final entries are submitted by Friday 19th May and adhere to the above guidelines.

## Poster Judging Guidelines and Score Sheet

<b>SCORING</b>
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### Poster content

The brief has been followed: to represent the project as a compelling example of the three way benefit in undertaking KTPs (company, associate & academic). Benefit can be actual/ envisaged	Min 0 - Max 25	<b>Score:</b>	
The project is presented comprehensively and logically, including: rationale/ context of project, aim of the project, methods, outcomes (where possible), ongoing/ future work	Min 0 - Max 25	<b>Score:</b>	
The project is explained in a clear and concise manner that a non- specialist can understand	Min 0 - Max 10	<b>Score:</b>	

### Poster layout

The text can be read easily and use of colour and font is consistent and/or complementary throughout	Min 0 - Max 10	<b>Score:</b>	
The poster is well-organised with a logical flow of information.	Min 0 - Max 10	<b>Score:</b>	
There is a suitable amount of text and information with the right balance between amount of text and pictures used and the images are relevant to the text	Min 0 - Max 10	<b>Score:</b>	
The poster is visually attractive	Min 0 - Max 10	<b>Score:</b>	

TOTAL SCORE:

**100**