

Making Your DATAJAM POSTER

Intro

So you've identified a research question, found the perfect datasets, run a bunch of data analyses, made some visualizations of the results, and come to a conclusion about your question. Now what? It's finally time to make your DataJam poster! Don't worry - this is the fun part.

Getting Started

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- First, choose a creative tool to make the poster
 - Examples include Canva, Google Slides, etc.
- Brainstorm design ideas...
 - Does your question have to do with a brand, organization, or broader issue/topic?
 - What colors, shapes, symbols, or logos are associated with that? How can you use those?

- Ex: A poster for a question about the environment could have a green color theme!



Google Slides

02

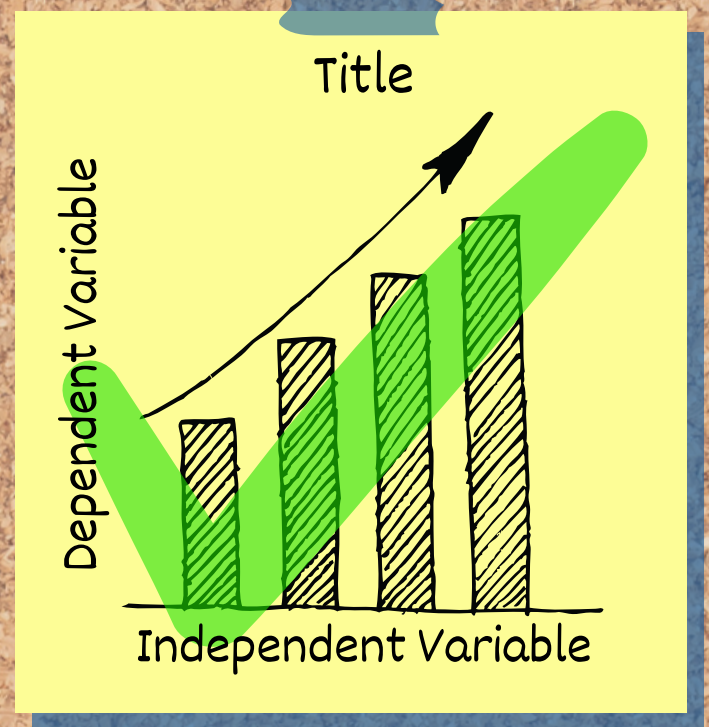
Choosing Sections

- You should split your poster up into sections. Choosing sections is up to you, but be sure to include these elements:
 - Title (with all your names and your school!)
 - Intro (with your research question and hypothesis)
 - Methods
 - Results & Analyses
 - Conclusions
 - Challenges (that your team faced doing the project)

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Content Tips

- When writing content, avoid wordiness
 - Make use of bullet points.
 - Be thorough, but concise - avoid big paragraphs of text.
- Make sure all graphs and visualizations are complete
 - Legends, labeled axes, etc.!
- Proofread all your content
 - After spending so long working on a project, it's easy to miss small mistakes or gaps.
 - Have someone who knows nothing about your project read it and give you feedback!



"A PICTURE IS WORTH A THOUSAND WORDS"

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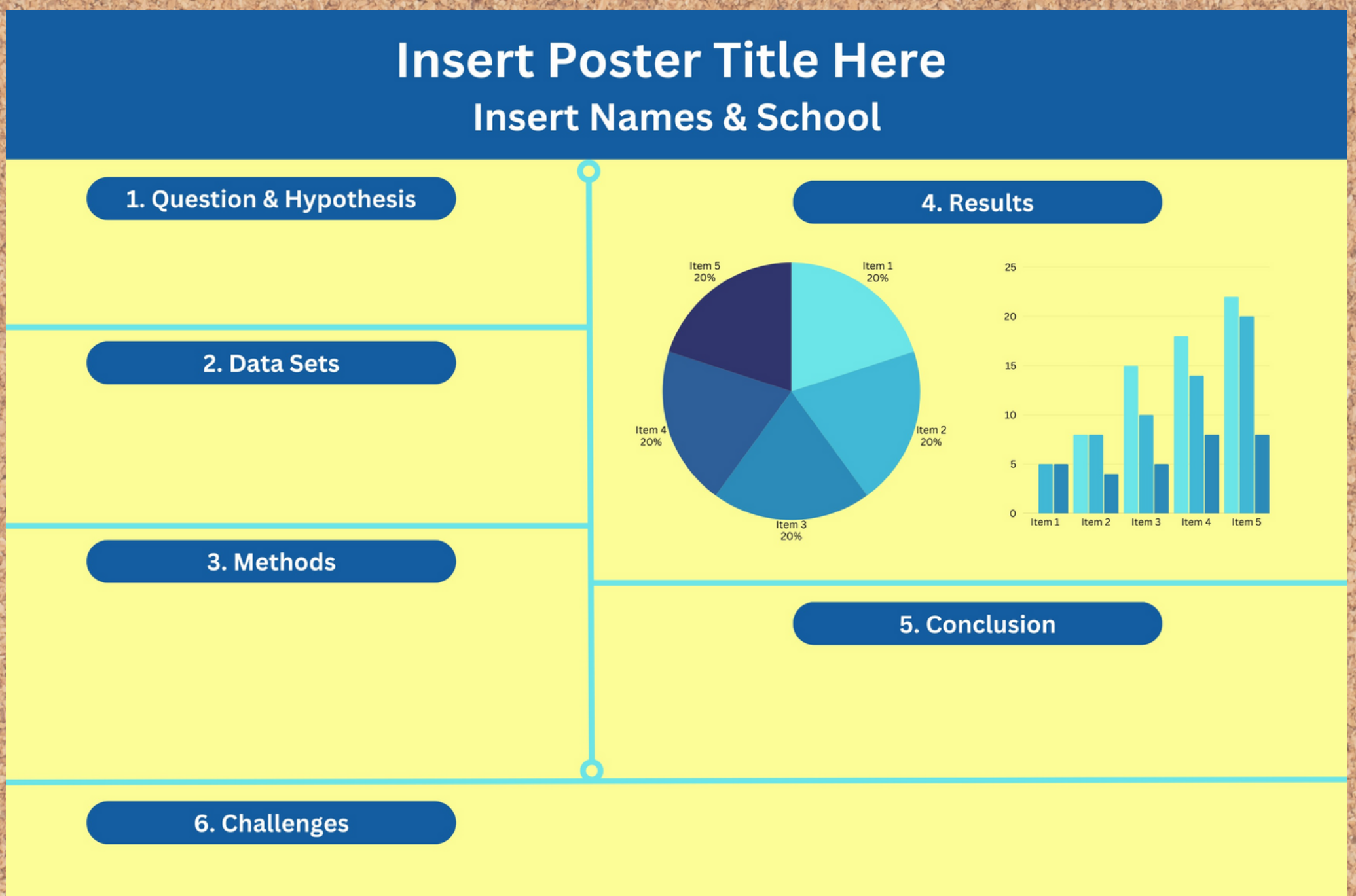
04

Design Tips

- Number your sections!
 - You want the reader to easily follow along with the order the sections are meant to be read.
- Make sure your graphics, charts, and all text is big enough to be easily legible
 - If they aren't, you have too much info
- Colors, fonts, pictures, and graphs are extremely important!
 - They are arguably more important than the words, as they capture peoples' attention immediately.
 - Be intentional about choosing engaging but appropriate colors, fonts, and pictures.

Layout

There are no rules on what the layout of your poster should be - it's up to you. Be creative! Here is a rough example to get you thinking. Take into consideration the sections you decided on, how many graphs you have, and other elements you might want to have space for.



Be sure to visit the DataJam Guidebook to find the official requirements for your poster! Good luck!

- <https://static1.squarespace.com/static/513777bbe4b0aafa8d406eb4/t/654a81274b27db08e677bd99/1699381543580/2024%2BDataJam%2BGuidebook.pdf>