

University of Leicester School of Business
Black Excellence Symposium
March 23rd 2022

Black Excellence: Shaping an Inclusive and Sustainable Future

Poster Competition – Call for entries

About the competition

The Black Excellence Symposium will feature a poster competition open to all undergraduates at the University of Leicester. Students are invited to submit a poster on EITHER a research project OR an enterprise challenge. If your poster is accepted, it will be displayed at the Black Excellence Symposium on March 23, 2022 and you will have the opportunity to present it to the Symposium attendees. The competition will be judged by a panel drawn from University of Leicester experts and alumni in academia and business.

In total, there are six (6) awards. Winners in either the Research Project or the Enterprise Challenge will receive the following awards:

- £50 First Prize Amazon Voucher
- £30 Second Prize Amazon Voucher
- £20 Third Prize Amazon Voucher

First Prize winners will also win a ticket to attend the UK Black Business Show in London.

Eligibility

- The poster competition is open to all undergraduates at the University of Leicester.
- Posters must fall within the theme of the Symposium: “Black Excellence: Shaping an Inclusive and Sustainable Future”.
- The poster competition is open to individuals and to groups of up to five (5) students.

Competition guidelines

- Only one poster is allowed per entrant.
- Each entrant should submit a PDF of their poster along with the form below.
- Entries will be shortlisted by a panel of judges.

Judging criteria

The panel of judges will be looking for the following in assessing posters:

- Poster design – presentation and visual appeal.
- Content – how easily understood and persuasive the content is.
- Effective communication of ideas on the poster.
- Oral presentation of the poster during the Symposium. This criterion will apply to the 10 posters shortlisted.

Deadline for competition entry

Friday, 11th March 2022 at 5 pm. Submit your poster entry to: [UBE Symposium Poster Competition Registration Form \(jotform.com\)](#)

Posters selected for the competition

You will be informed if your poster has been selected for the next stage of the competition (oral presentation) by 18th March 2022.

A short list of ten (10) posters will be selected for the oral presentation, which will take place during the Symposium. All shortlisted posters will be printed by the Symposium organisers.

On the day of the Symposium, the 10 posters will be hang up in the hallway outside the main symposium venue. Students will discuss their posters with the judges and Symposium attendees.

The panel of judges will select the winners for each award category.

Further guidance on how to design your poster

Below are some hints on how to design your poster, and finally a few examples/templates, and a video on how to produce the same in PowerPoint.

To produce an effective poster there are a number of things to be considered.

A) What is your purpose in creating this poster?

- Often, the purpose of a poster is to grab the attention of your chosen audience and to inspire interest in the theme. Your poster should convey a strong central message relevant to the Symposium theme.
- It is not like an academic essay in this respect as the poster aims to relate your project or business idea in a brief and concise manner using bold text and colourful graphics to attract attention.

B) Who is the audience likely to be? In our case, the audience is likely to be one of the following. Tailor your approach accordingly.

- Peers
- Public
- Entrepreneurs
- Academics

Think about how much existing knowledge your chosen audience has about your project or business idea. It is important to be aware of whether or not they understand your terminology and methods before thinking about what information to include.

C) What content needs to be included?

- Everything you include must relate in some way to your project or business idea including graphics and text.
- Make sure to include web links, references and contact details for further information.
- Remember, be selective! Do not try to cover the entire project or business idea. Focus on those aspects which have the most relevance for your chosen audience.

D) How should your poster be organised?

- Think about how much text should be given to explaining background information, thematic questions and results (in case of a research project) or the problem you are addressing and how you are solving it better than the competition (in case of a business idea). Think about the visual aesthetics of the poster.

Poster design

For the purpose of the Black Excellence Symposium, the poster size is A0, i.e. 33.1 × 46.8 inches. The use of “your” below applies equally to individuals and groups who submit a poster.

Layout - The layout of your poster should be both visually appealing and easy to follow. The poster should be well organised with clear headings and subheadings. Depending on your content, you might choose to structure your poster in a variety of ways.

For the research project, you have two options:

Reporting on your project- Similar to a research report, this approach sets out your project according to the order in which it took place.

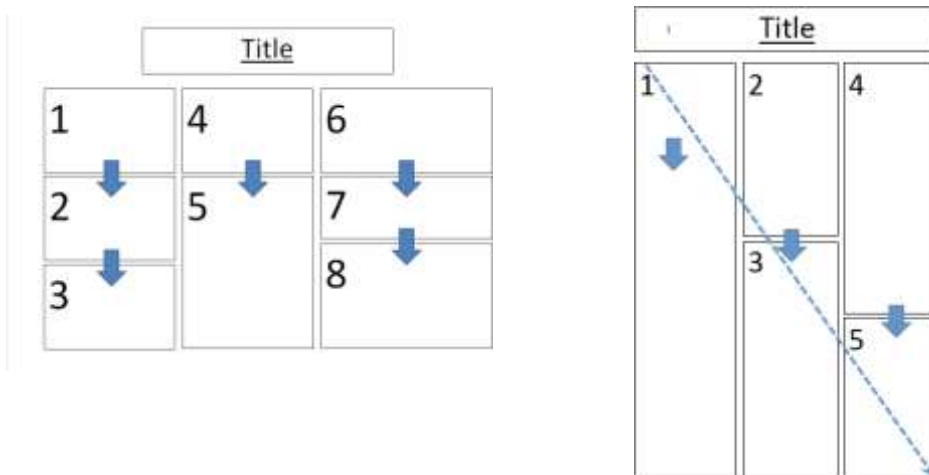
Reporting on the solution to a problem- Alternatively a poster can be built around explaining how a particular

problem was solved, concerning challenges addressed and barriers overcome. This need not be as linear as a research report and might be more thematic.

For the Enterprise Challenge, there are several examples of business idea pitch decks online to choose from. See e.g., the link <https://venngage.com/blog/best-pitch-decks/>

Reading order - In the first three seconds of looking at a poster, the reader is deciding whether to stay and explore the poster or move on. The most effective posters provide a discernible reading order with a clear sequence of information.

A series of columns can be an effective way of ordering information as demonstrated in newspapers and magazines. In English speaking countries, the way people read a poster is commonly from top to bottom and from left to right.



Balance - The best posters are well balanced. This means arranging text and images in such a way that both elements are balanced across the poster. Placing illustrations throughout the poster breaks the text up into easily readable chunks and allows for smoother flow.

Balance can also mean ensuring that the poster is not cluttered. Blank space is not the enemy. In fact, like images, it serves to make text easier to read, allowing the reader to pause and take note.

Effective use of Text

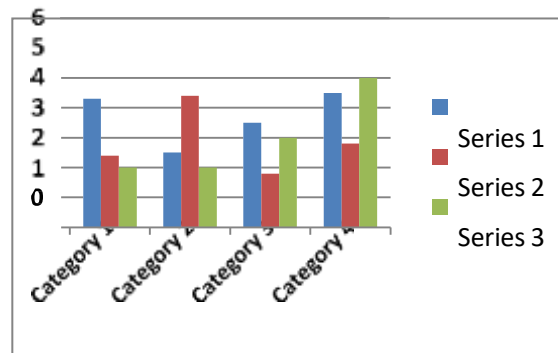
- Total text should be between 300-600 words and should be to the point.
- Be consistent with style. You should use a **maximum** of 2 fonts per poster. Sans serif fonts are recommended for titles and headings as they can be read more clearly from a distance.
- Try to use *Italics*, underlining and CAPITALS sparingly.
- Group text according to subject matter but do not make paragraphs too long. Break up large paragraphs.
- The title needs to be clearly readable from 12 feet. Recommended text size is 70 – 100pt. Sentence case is recommended for titles
- Body text should be 18 – 20 pt.
- No single spacing (1.15 at the very least)

Bullet points can be used to define simple statements.

- The clarity of text can be improved by using increased line spacing.
- Left justified and not fully justified text is clearest on the eye.
- Set headings in **BOLD** and make them concise.

Using Graphs and Images

- When presenting numerical data, use charts and graphs rather than tables as these can be more effective for illustrating data trends.
- When making charts and graphs format them effectively by keeping them simple, enlarging text and thickening lines. 3D graphs can be confusing, 2D are often clearest.
- For images try to use a high resolution JPEG (.jpg) with a resolution of at least 300 pixels per sq. inch for sharpness (images copied from internet are usually 72 pixels!).
- Include relevant logos of companies/institutions where appropriate.

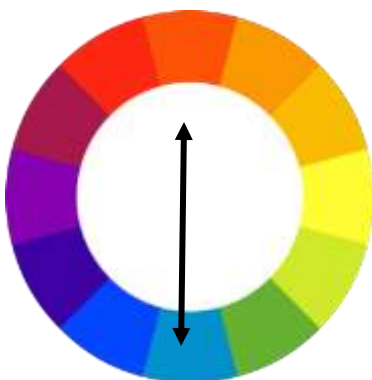


Colour

When using colour ensure that it does not obscure or detract from the text and images used in the body of the poster.

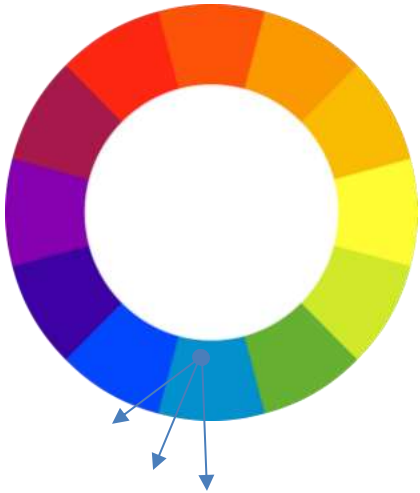
Use subtle background colours and black for small text.

Try not to use too many colours or colours which clash as this can be visually distracting. Think about people who are colour blind and have difficulty-differentiating colour. A good colour combination can make your poster eye-catching and professional, however colour can be distracting from your content if it is over-used or used badly. As a general rule try to stick to 2 or 3 colours plus black.

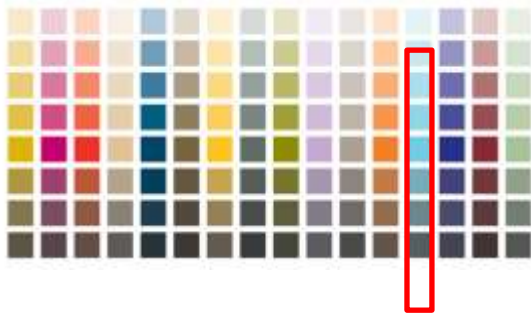


Complementary colours

Complementary colours are pairs of opposites on the colour wheel
e.g. red and green, blue and orange, yellow and violet



Analogous colours are three colours which are next to each other on a colour wheel e.g. yellow-green, yellow and yellow orange.



Tints and shades

Another option is to use variations of the same colour

ULSB logos

Feature University of Leicester School of Business (ULSB) logo in poster title





Check List:

1. Read your poster over carefully to check for spelling mistakes.
2. Make sure your take home message is clear.
3. Show it to someone who has not seen it before and observe their reaction.

Include acknowledgements of contributions from colleagues/ students at University of Leicester

Examples

A Spoof Example of an Poster Explaining how to Design an Poster
(Courtesy of Sheffield University Academic Skills Centre)

Academic Research Posters: Strategies and Principles For Good Design

Albert Einstein, Department of Physics and Astronomy, University of Sheffield

Introduction

Academic research is often presented visually in the form of a research poster. This format of dissemination is a particularly effective way to get complex ideas across in a simple and accessible way and is commonly used as a method of networking for researchers at conferences and events. It can be a great way to present your research to a wider audience and to get it noticed by relevant specialists, policy-makers or the general public.

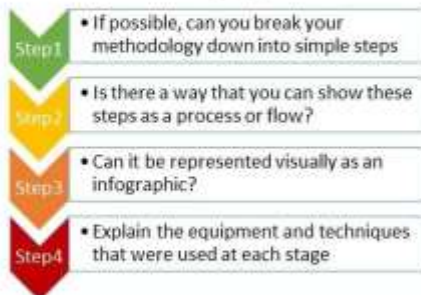
Aims and Objectives

Can you break down the aims and objectives of your project into some simple statements? If so, try presenting these as bullet points to make it easy for your reader to find them:

- **Produce a high quality academic poster**
- **Present my findings in an accessible and visually engaging way**
- **Raise awareness of my research among a wider audience**

Methodology

A brief objective description of the experimental approach, including equipment used and the protocol followed. Your methods should include techniques used both to generate and to analyse the data (i.e. which statistical methods were employed).



Results/Findings

What are your key findings? Can you support these with graphical representations of your data? Think about simplicity and accessibility of the information and adopt a 'less is more' approach where possible.

Fig. 1: Delegate responses to the prompt: "Academic Conference Posters are commonly used with my professional field"

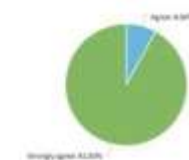
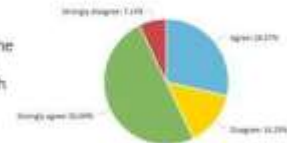


Fig. 2: Delegate responses to the prompt: "Catching viewers attention is reliant upon imagery and composition"

A lot of viewers of your poster will look at the images first (see Fig 2. above), so make sure they tell a story in their own right and are clearly annotated and labelled.

Analysis/Discussion

What does your data mean? How does what you have presented fit in with the existing literature? Do your findings support other published research, or do they challenge it? If so, why, or why not? You may also wish to include the following sections:

- **Limitations: were there any problems or issues with your research project?**
- **Key themes or findings from your research summarised as succinctly as possible**

Conclusion

What are the main take-home messages for your audience? Are there any recommendations, implications for practice, or is further research required to build a complete picture? If so, what are the next steps for you and/or other researchers in the field?

Bibliography:

Lipman, Dora Troth et al. "Designing a research poster with impact." *Western Journal of Nursing Research* 11.4 (1988): 477-485.

Rowe, Nicholas et al. "What impact do posters have on academic knowledge transfer?" *BMC medical education* 9.1 (2009): 71.


Acknowledgements:

Sir Isaac Newton, Professor of Mathematics University of Cambridge

Brian Cox, School of Physics and Astronomy, University of Manchester



Sample poster templates below are available at:
<https://www.posterpresentations.com/html/research-poster-design-samples.html>



36x48 Poster Presentation Example


Template created by PosterPresentations.com
 - The research poster printing specialists -

ABSTRACT

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OBJECTIVES

Multidisciplinary research aims to understand the role of the immune system in the pathogenesis of various diseases. This study focuses on the role of the immune system in the pathogenesis of various diseases. This study focuses on the role of the immune system in the pathogenesis of various diseases.



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MATERIALS & METHODS

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Year	2010	2011	2012	2013	2014	2015
Value	100	120	150	180	200	220

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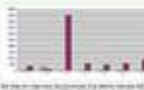
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CONCLUSIONS


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36x48 Poster Presentation Example


Template created by PosterPresentations.com
 - The research poster printing specialists -

ABSTRACT

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
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RESULTS

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CONCLUSIONS

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REFERENCES

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CONTACT

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Impacts of the interaction between environmental degradation and increasing environmental variability on a population's time to extinction

Diens C. Rypkema¹, Meers Krishnamoorthy¹, and Shripad Tuljapurkar¹

¹Department of Biology, Stanford University, Stanford, CA, USA

INTRODUCTION

Consistently being in the sixth great mass extinction in the history of life on Earth (Meyerowitz 1991), understanding time to extinction is greatly important. Terrestrial mass extinctions were largely caused by climatic and non-climatic changes, however the marine mass extinctions are driven by tectonic (Meyerowitz 1991, 1994, Erwin 2001). With extinctions largely caused by tectonic events and/or tectonic changes in the environment, understanding these two factors' influence is essential to our ability to predict how a population may change over time. Further, understanding the joint effects of environmental variability and tectonic disturbance is increasingly important. Stressors experienced by the strongest effects of climate change are predicted to largely be post-tectonic disturbance landscapes (Chapman 2003). The number of threatened species in the International Union for Conservation of Nature (IUCN) Red List has more than doubled for each of the major groups of organisms since 1994 (IUCN 2014). A major driver is species vulnerability to habitat degradation, which is happening at a consistently high rate (Diers and Stapan 2015). For instance, human activities and disturbance drive an area from forest to 1072 species globally (IUCN 2014). Simultaneously, the environmental variability experienced in many systems is increasing over time, especially due to climate change. For example, temperatures are becoming more extreme, high temperature areas are experiencing even higher temperatures and low temperature areas are experiencing even colder temperatures (e.g. the Midwest United States the winter) (IPCC 2013). According to the IUCN, climate change and ocean weather events threaten 128 species worldwide. Although many studies have looked at habitat degradation and increasing environmental variability separately (e.g. The Red Dataset 2012, Landa 2012, Griffin and Drake 2009), to my knowledge, there are no studies that have looked at the simultaneous effect of these two factors on a population's time to extinction.

QUESTION

What is the impact of the interaction between increasing environmental variability and habitat degradation on a population's time to extinction?

METHODS

The model

Density-dependent population model

N_t : per-capita birth rate

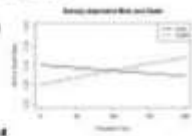
M_t : per-capita mortality rate

λ_t : density-dependence constant

$N_t = b_0 e^{a_1 N_t} - a_2 e^{a_2 N_t} - \lambda_t$

λ_t : per-capita death rate, $\lambda_t = 1 - a$

a : per-capita rate of increase, $a = b - d$



Modeling habitat degradation and increasing environmental variability

Habitat degradation: decreased b_0 to b_1 and increased d (λ_t to λ_1) over a period of time T_d

Increasing environmental variability: changed magnitude of variation (σ) and correlation between b and d (ρ)

$b_t = b(1 + \epsilon_t(V - \rho W))$

$d_t = d(1 + \epsilon_t(W - \rho V))$

V and W are uniform random variables taking values between -1 and 1

Case

- 1. b : baseline scenario. No change to b or d , environmental variation fixed at $\sigma = 0.1$
- 2. b : b decrease and d increase over T_d , environmental variation fixed at $\sigma = 0.1$
- 3. b : b and d fixed at b_0 and d_0 , uncorrelated environmental variation increases to 100% over T_d ($\sigma_0 = 0.1$, $\sigma_1 = 1$, $\rho = 0$)
- 4. b : b decrease and d increase, uncorrelated environmental variation increases to 100% over T_d ($\sigma_0 = 0.1$, $\sigma_1 = 1$, $\rho = 0$)
- 5. b : b decrease and d increase, correlated environmental variation increases to 100% over T_d ($\sigma_0 = 0.1$, $\sigma_1 = 1$, $\rho = 1$)

METHODS (continued)

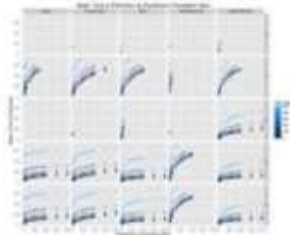
Parameter Values

Species	Carrying Capacity (K)	b_0	d_0	λ_0	b_1	d_1	λ_1
Wheat	0.25	1.775	1.82	0.047	0.5233		
Annual Plant	1	0.893	1.463	0.377	0.8825		
Bird	5	0.239	0.763	0.826	0.6885		
Small Mammal	10	0.0892	0.18	0.1107	0.14053		
Large Mammal	25	0.0277	0.83	0.6023	0.84813		

Simulations

- 100 years
- Each of the 5 types of organisms
- Initial population size set to carrying capacity (K)
- 17 different K values ranging from 10 to 2000
- $T_d = 10, 25, 50, 100, 200, \text{ or } 500$
- 10,000 simulations

RESULTS



CONCLUSIONS

We found that the combined force of habitat degradation and increasing environmental variability led to more rapid extinction than either factor alone. Specifically, with an increase in the time period over which habitat degradation occurred the increase in environmental variability caused the mean time to extinction to increase. Further, as the duration of the response increases, the mean time to extinction also increases. We found that for organisms with a slower doubling time, habitat degradation had a significantly stronger effect on time to extinction than increasing environmental variability. The difference in relative importance of the two factors underscores the significance of context in our understanding of population dynamics. The framework developed here is applicable across a broad range of systems and can be used to help determine where to focus conservation and management efforts.

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