BUAD 497 · SLIDE NOTES

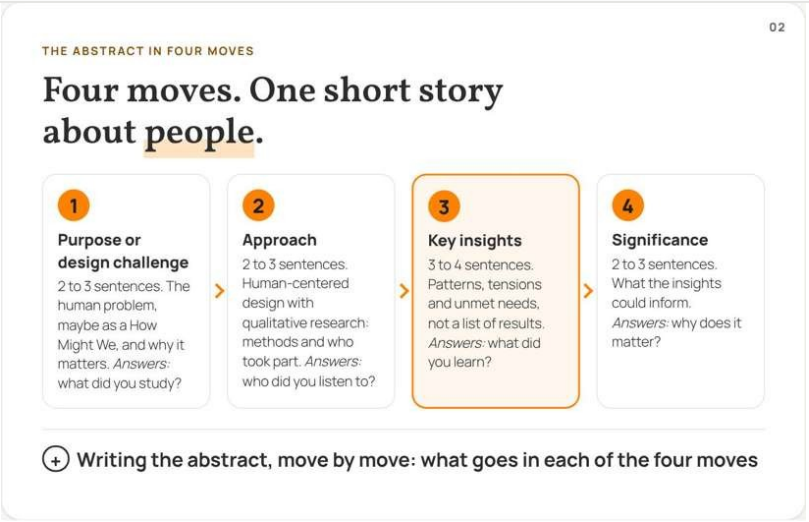
Your EUReCA Poster and Abstract

Each slide is on the left. Type or write your notes on the right. https://julesmorrisphd.com/teaching/smith-gls/buad-497/eureca-poster-abstract/



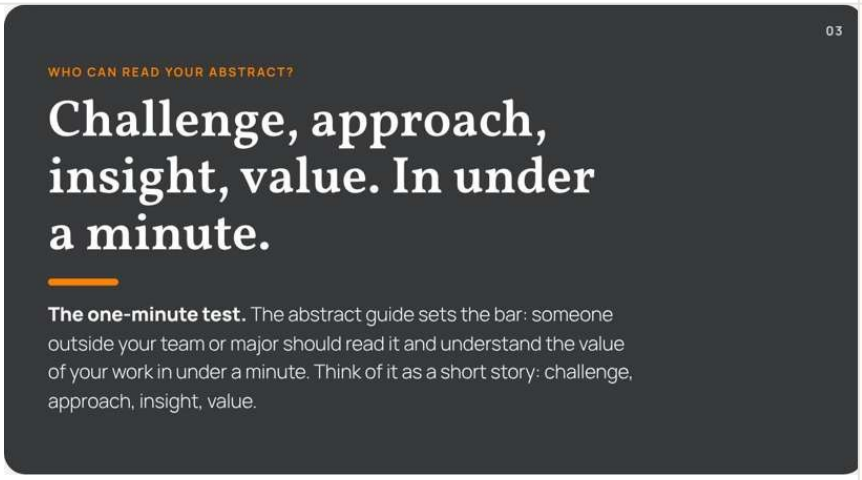
Slide 1

My notes



Slide 2

My notes



Slide 3

My notes

04

ABSTRACT RULES: LENGTH, TENSE, CITATIONS AND REGISTRATION

150 to 200 words. Every sentence earns its place.

- 150 to 200 words. EUReCA describes the abstract as a brief, well-developed paragraph covering purpose, methods, results (or anticipated results) and conclusions.
- No citations in the abstract.
- Past tense for what you did and found.
- Do not list poster sections or deliverables.
- Plain language. Every sentence earns its place.

Slide 4

My notes

05

THE POSTER IN THREE COLUMNS

Read left to right: people, proof, action.

1

Column 1: Problem and people

1. Research problem and context. 2. Users and perspectives.

Watch out: start with people, not your client's building or product.

2

Column 2: Research and credibility

3. Research approach. 4. Credibility of findings. 5. Key insights.

Watch out: insights, not observations. Three to five of them.

3

Column 3: Insights, design and action

6. Resonance and transferability. 7. Design response. 8. Prototyping, testing and iteration. 9. Desirability through ethics. 10. Key takeaway.

Watch out: every design choice should trace back to an insight.

⊕ What judges look for, section by section: the ten poster sections in plain terms

Slide 5

My notes

06

POSTER FORMAT

Miss the size and the poster is not displayed.

36 x 42 in.

Format rules that can sink you. The Spring 2026 guide: 36 x 42 inches, landscape. Digital file as a PDF no larger than 10 MB. Figures legible from three feet. A poster that misses the size is not displayed. Always check eureca.utk.edu for the current year.

Slide 6

My notes

07

SAME STORY AS YOUR REPORT

Build the report first. The poster becomes an edit.

The poster checklist mirrors the technical report sections. Build the report first and the poster becomes an edit, not a rewrite.

Slide 7

My notes

DESIGN FOR THREE FEET

Make it readable from three feet away.

- Write each section heading as a finding, not a label. "New hires go quiet in week one" beats "Findings."
- One strong visual per column: a photo of the prototype, a stakeholder map, a before-and-after.
- Short lists and pull quotes instead of paragraphs. The full detail lives in your report, one QR scan away.

Design for three feet: layout habits that make a poster readable

08



Slide 8

My notes

09

TALKING AT THE POSTER: THE 60-SECOND WALKTHROUGH AND JUDGE QUESTIONS

Have a 60-second walkthrough ready.

1. Have a 60-second version: problem, who you listened to, the key insight, the design and why it matters.
2. Point to the poster as you talk so the visitor's eyes follow the story.
3. Know your limitations and say them plainly if asked. Sincerity is a quality criterion, not a weakness.
4. Every teammate can give the walkthrough. Judges may arrive when only one of you is there.

Slide 9

My notes