**Poster Presentation Criteria**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Formatting** |  | **Content** |  | **Support** |  |
| **Colour**  Expressive  Contrasting  Not overloaded (3 colours/level background) | **2** | **Headings**  Title  Sub-title  3-4 texts  3-4 graphics+photos  Contact | **2** | **Presentation**  Knowledge of  the topic  Language  Manners of  speaking | **4** |
| **Composition**  Balanced (text + graphics)  Logical  Uncluttered  (empty space)  Communicates the message at a distance | **2** | **Graphics**  Appropriateness  Relevance | **2** |  |  |
| **Text**  Font format  Font size  (72/52/36/24)  Paragraph formatting  Margins | **2** | **Text**  Style  Logic  Facts | **2** |  |  |
| **Quality of performance** | **1** |  |  |  |  |
| **Creativity** | **1** |  |  |  |  |
| **Poster has caught the eye** | **1** | **The main idea was clear and memorable** | **1** |  |  |
|  | **9** |  | **7** |  | **4** |
| **Total** | **20** | | | | |

**Explanation of the criteria for the poster presentation**

**I. Formatting**

**1. Colour**

1. Expressive - catchy and memorable
2. Contrasting - text and visual information should stand out against the background of the poster
3. Not overloaded - no more than 3 colours per poster, flat background

**2. Composition**

1. Balanced - mix of text, graphics and photos
2. Logical - information reads clockwise or in portrait format, otherwise there should be arrows, pointers
3. Uncluttered - ratio of text 35% + graphics 35% + empty space 30%
4. Communicates the message at a distance of 1-1.5 m

**3. Text**

1. Font format - sans serif, italics and bold (not underscores), no headings with all capital letters
2. Font size - header 72, subheader 52, text headers 36, text 24
3. Paragraph formatting - text divided into paragraphs, one and a half line spacing, left alignment (not alignment), use of numbering or bullets (where possible)
4. Margins

**4. Quality of performance - text, photographs and graphs are well printed and neatly glued.**

**5. Creativity - any out of the box solution that makes the poster stand out and be remembered**

**6. Poster has caught the eye - overall impression**

**II. Content**

**1. Headings**

1. Title (1-2 lines)
2. Sub-titles with names of authors
3. 3-4 texts of 100-200 words each
4. 3-4 graphics + photographs
5. Contact

**2. Graphics**

1. Appropriateness - corresponds to and reinforces the message
2. Relevance- carries important information

**3. Text**

1. Style - quality of text in terms of vocabulary, grammar and style
2. Logic - competent reasoning
3. Facts - the argumentation is supported by factual material

**4. The main idea was clear and memorable - the overall impression of the posters' content**

**III. Support**

**1. Presentation**

1. Knowledge of the topic
2. Language
3. Manners of speaking

**2. There was a desire to contact the authors - overall impression of the accompaniment and presentation of the poster**

**Task**

I. Create a poster on the topic

"Many faces of sustainability: corporate programmes".

II. Write and post 3 texts on the poster

1. How sustainability fits into the mission of the company
2. What steps the company takes as part of sustainable development
3. What results does it bring (1) to the company and (2) to society

III. Chose graphics and pictures on the topic

IV. Prepare for the questions

**A list of companies with sustainable development**

* 1. Alrosa (mining)
  2. Baltiyskaya Tselyuloza
  3. Bashneft
  4. Gazprom
  5. Ilim Group
  6. Lukoil
  7. Magnitogorsk Metallurgical Plant
  8. Metalloinvest
  9. Novatek
  10. Novolipetsk Metallurgical Plant
  11. Norilsk Nickel
  12. OJSC Kama Pulp and Paper Mill
  13. Rosneft
  14. Rusal
  15. Russian Copper Company
  16. Severstal
  17. Severstal .
  18. Sibneft
  19. Solikamskbumprom
  20. Steelmash
  21. Surgutneftegas
  22. Tatneft
  23. UMMC
  24. Uralkali
  25. CVC Kama 26.
  26. Electromash
  27. BASF
  28. Boeing
  29. Caterpillar
  30. Chevron
  31. Dow Chemical
  32. Du Pont
  33. Exxon Mobil (oil)
  34. Fiat
  35. General Electric
  36. IKEA
  37. Jaguar Land Rover
  38. Mercedes-Benz
  39. Mitsubishi Chemical
  40. Nissan
  41. Royal Dutch Shell
  42. Shell Chemicals
  43. Unilever
  44. VEON (Beeline)
  45. Volvo