**Poster Presentation Criteria**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Formatting** |  | **Content** |  | **Support** |  |
| **Colour**ExpressiveContrastingNot overloaded (3 colours/level background) | **2** | **Headings**TitleSub-title3-4 texts3-4 graphics+photosContact | **2** | **Presentation**Knowledge ofthe topicLanguageManners of speaking | **4** |
| **Composition**Balanced (text + graphics)LogicalUncluttered(empty space)Communicates the message at a distance | **2** | **Graphics**AppropriatenessRelevance | **2** |  |  |
| **Text**Font formatFont size(72/52/36/24)Paragraph formattingMargins | **2** | **Text**StyleLogicFacts | **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