

What Makes a Good PLAZmA Show

Brevity and Boldness

Think of the PLAZmA screens as billboards. It is a gallery, yes, but the screens are placed in hallways where people are passing by, usually with something else on their minds. For your intention to get across, it needs to be striking and simple; even if someone wanted to take the time to study it in detail, the slide is only on-screen for 30 seconds.

Dynamic Imagery

It's important that the slides be as visually appealing as possible – dynamic, well-composed and well-lit (which doesn't necessarily mean brightly lit). The images must be 1030x640 pixels or greater, in JPEG format with 60% compression or less. The screens are all landscape orientation.

Brief Explanatory Text

Each slide is to be accompanied by two lines of text – a one-line description of the image in 100 characters or less (including spaces); and brief credits for the image.

Example:

Pushpin Computing is a hardware and software platform for distributed sensor networks.

Photo: Webb Chappell

You can also include text on the slide, if you want, but it needs to be *very* short and to-the-point. Think of it as a headline. (Look at the slides on the school's homepage for examples: <http://sap.mit.edu>.)

Sequences of Slides

If you're submitting a sequence of slides, be aware that images are shown in strings of 12, followed by a 'station break'. If your show has a narrative line, you'll want to keep it to 12 slides or fewer (or possibly multiples of 12). All the guidelines for individual slides, of course, also apply to sequences of slides.

Videos

Unfortunately, because of technical limitations, we are unable to run videos.