

UNIVERSITY OF NORTH TEXAS
Department of Geography

GEOG 4230/5230
Location Intelligence: Business GIS Concepts & Applications
Dr. Murray Rice

Project Guidelines: Report and Presentation

The following is a basic summary of what I expect you to include in your major semester project report and presentation for this class. Graduate students (GEOG 5230) should speak with me for additional guidelines.

BOTH REPORTS (PHASE 1 AND FINAL)

- OVERALL CONSIDERATIONS

All of the following assumes use Times New Roman (or similar) font, 12 point size, double-spaced, with 1-inch page margins. The below provides some broad page ranges for both project reports. The phase 1 report could well come in toward the low end of the stated page ranges, while the final report might well come in toward the higher end of these ranges. However, please use your discretion as to how much space you actually need to communicate your material well.

- TITLE PAGE

The reports should have an interesting title that accurately describes their contents. “Report for GEOG 4230” is not an interesting title, or a title that gives any clue as to what might be inside. Think about what might make someone want to read your report – what would make someone care about your topic? Try to include some key words in your title that would be important in defining what your report is all about.

- TABLE OF CONTENTS

The table of contents should include both major sections and page numbers.

- ABSTRACT

The abstract should summarize the topic, central question, key findings, and conclusions of the report. It should not exceed one page in length (approximately 200 words).

- INTRODUCTION

The introduction should acquaint the reader with the general situation that you are dealing with, and the specific issue or problem you aim to solve or address. You need to define the problem in a compelling way, showing your reader why it is important to solve. Having a clear “research question” is important. For both project reports in this class, this introductory section should be about one to two pages in length (approximately 200 to 400 words).

- DATA AND METHODOLOGICAL CHOICES

This section should survey (1) your data options and choices, and (2) your methodological options and choices. In both cases, discuss the possibilities that were open to you and discuss how you came to your final selections for your implementation. *Data*: give an idea of the kinds of data (providers, specific databases) that you found that broadly related to our project focus this semester, and explain how you came to choose the database(s) that you actually incorporated in your analysis. *Methods/Models*: describe the kind(s) of analytical options that you are familiar with through this and other courses, and explain the methods/models that you actually chose for your project work. This section could range from approximately two to four pages (approximately 400 to 800 words), not including any maps or other illustrations you may wish to include.

- ANALYTICAL RESULTS

Outline your implementation of your selected analyses on the datasets that you chose. Highlight what you found and what it means. This section should be approximately four to six pages in length (approximately 800 to 1200 words), again not including any maps or other illustrations you may wish to include.

- CONCLUDING DISCUSSION AND RECOMMENDATIONS

This section will discuss the meaning and significance of your results. Refer back specifically to your original objectives as well as to your findings, and discuss what your results mean in terms of specific recommendations. This section needs to be a strong point of your work. This section should be approximately two to three pages in length (approximately 400-600 words).

- LITERATURE CITED

List at the end of your report only those materials you used in the paper (you must cite in the body of your paper the sources you have consulted in your research). List your source references in a format consistent with a major geography journal (Annals of the AAG, Professional Geographer, The Industrial Geographer, Urban Geography, Economic Geography, etc.). This section will likely be a page or two in length.

- OVERALL

Overall, the length of the total paper should be around 10-15 pages, including the abstract, but not including maps, charts, or other graphical materials. Inclusion of this graphical material, because maps and graphics communicate facts that are difficult to illustrate with words. You will have inevitably have material in your analysis that will be best laid out in some kind of graphical format. Geography isn't only about maps, but they sure help.

PRESENTATION

- LENGTH

You will have a 15 minute period to complete your presentation. For a PowerPoint presentation this usually means approximately 15 slides (give or take 2-4 slides either way). Choose your slides appropriately to cover all that you need to discuss for a complete presentation. In order to complete your presentation in the time you have, you will need to be ready to go at the beginning of your time. Please be prepared to start your presentation immediately at the beginning of your assigned time.

- OVERALL STRUCTURE

In a general sense, the presentation should parallel your report. Many of the same themes will need to be covered in both: introduction, data and methods, results, concluding discussion/recommendations.

- PRESENTATION PLANNING CONSIDERATIONS

Despite the parallels that should exist between your presentation and your report, you should recognize that reports and presentations each have their own inherent strengths.

- Reports are good for detailed examination of complex analytical findings, including elements such as large tables and arguments that simply do not work well in a relatively brief presentation.
- Presentations are good for explanation of highly-graphical material, but easily become boring and difficult to follow if many dense, text-heavy slides are featured.

Think about these inherent strengths and weaknesses as you plan both your presentation and your report.

For both your report and your presentation, you should also consult the assessment materials I have made available on the course website.