Poster Presentation

# What is a poster?

Posters are used to visually convey your research and findings. If often is comprised of an introduction, a summary of the methodology, a visual representation of the data and discussion of the data. It is a way to quickly convey what you have done to others. It is a way to reach a broad and/or large audience and do so quickly. The audience is walking by, so the poster needs to be eye catching and uncluttered.

# What is included in a poster?

The poster is meant to convey information quickly and visually. It needs to be well organized, and easy on the eyes. There are several main parts to a poster. They are:

* Title
* Name and identifier (campus, department, lab, etc.)
* Core content
  + Abstract
  + Introduction
  + Results
  + Discussion
  + Literature cited/resources
  + Acknowledgements
* Visuals (graphs, tables, etc.)
* Fonts need to be legible, like:
  + Times New Roman
  + Arial
  + Garamond
  + Calibri
* Do not use illegible fonts like:
  + Chiller
  + Freestyle Script
* Use the same font throughout the poster for continuity
* Keep the font large enough for the reader to see it from a distance
  + Usually no smaller than 16 pt

# How to make a poster?

If you go to Google.com and do an image search for “Conference Poster”, you will end up with loads of images of actual posters. You can see the variation between posters but also that there is some consistency to them. And, it should be easy to see that the more visual aids and larger the font size, the more engaging they are to the viewer.

To design your poster, a good way to start is to plan it out on paper first. This allows you to ensure that the space is used well and allows for all the necessary information to be displayed. Don’t forget to include room for visuals such as images of the experiment, graphs of the data, etc. The poster does not need to be written in paragraph form. You can use bullet points, flow charts, etc. to convey the information in a condensed form.

Using the template provided, you can create your own poster. You can modify the template to suit your own needs but straying too far may have negative results if the poster ends up too cluttered. Remember that you want to quickly grab your reader and draw them in; and balance that with providing them with the needed information.

# Criteria to Consider

Certain portions of the poster will require specific information to make it meaningful. Imagine a graph with no labels? How can you tell what information the graph is displaying? This section will cover sections of the poster and what elements they need to contain.

Title and Authors:

* Clearly and succinctly describe the poster’s content
* Provide the names, titles and departments/universities/organizations of those involved

Introduction:

* Statement of purpose
  + What are we trying to show? Why is this important?
* Background information (data selection process)
  + What do we know so far? What information/data did we use to guide us through the process?
* Hypothesis (note: this is not the same as the statement of purpose)
* Citations (These need to be included throughout the text of the poster, where appropriate)
  + [Chicago Style](https://www.chicagomanualofstyle.org/tools_citationguide.html)
  + [MLA Style](https://style.mla.org/in-text-citations-overview/)
  + [APA Style](https://apastyle.apa.org/style-grammar-guidelines/citations/basic-principles/author-date)

Methods:

* Discussion of methods used (5-point summary, correlation analysis)
* Flow charts are great here

Results:

* Display of data/results/charts/graphs
  + Graphs (Correlation analysis, Box and Whisker Plot, Bubble Plot)
    - Title describing the information displayed
    - Axes labelled with the quantity measured and units of measurement
    - Legend if more than one type of information is included
    - Grid lines if needed
  + Charts
    - A descriptive title
    - Labels on columns and rows (includes units of measurement)
    - Decimal points should line up
    - Labelled with a number preceding the table title and numbered independently of figures
    - Title/label are located above the chart and left justified
  + Figures
    - Labelled with a number followed by the descriptive title
    - Captions go below the figure and are left-justified
    - Choose images that are quickly and easily interpreted
    - Ensure the size is large enough

Discussion

* Discuss your findings (use worksheets as a guide)
  + Highlight differences in box and whisker plot
  + Explain what the correlation analysis indicates and why
* How do your results compare to your hypothesis?
* What conclusions can you make?
* How would you test for the potential causal mechanism underlying this relationship you observed?
  + What experiment would you design?
  + What would you test for?

References

* List the works used in your work
* [Click for APA Style](https://apastyle.apa.org/style-grammar-guidelines/references/elements-list-entry)
* [Click for MLA Style](https://style.mla.org/works-cited/citations-by-format/)
* [Click for Chicago Style](https://www.chicagomanualofstyle.org/tools_citationguide/citation-guide-2.html)

General Criteria to Consider

* Is this easy to read from a distance?
* Do the images used contribute to the message being conveyed?
* Is the text to image/graph balance appropriate?

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