Poster Presentations: A Visualization of Your Research

Preparing an effective exhibit for the UNHM Undergraduate Research Conference

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What is a Poster Presentation?

- The visual representation of your research.
- An opportunity to discuss your research.
- Clear, concise and concept-based.
- A logical progression of ideas.
- An effective balance of text and graphics.
- Not merely a displayed conference paper.
Planning your poster

- Review your research.
- Identify your central message.
- Consider your audience.
- Determine space and size requirements.
- Prepare a timetable.
- Use a concept map to organize materials.
Creating your poster

Layout

- Organize sections with headings.
- Balance text and graphics.
- Use white space effectively.
- Remember “reader gravity”.
- Keep it simple.
- Format text with Microsoft PowerPoint.
Creating your poster

◆ Graphics
  - Choose graphs appropriately.
  - Label all graphics.
  - Size matters, legible from 3-5 feet away.
  - Use clipart to add interest if complementary to subject.
  - Keep graphics simple and clean.
Creating your poster

Text

- Minimize text, use relevant images.
- Use active voice.
- Use phrases, not complete sentences.
- Do not use more than 2 font types.
- Go large – at least 36 point for titles and 24 point for text.
- Do not use all UPPER CASE type.
Creating your poster

Colors

- Light background with dark letters.
- No more than 2-3 colors throughout.
- Use color to emphasize and differentiate.
- Overly bright colors tire the reader.
- Consider colorblindness issues.
Creating your poster

Evaluate
- Edit non-relevant text and graphics.
- Check spelling.
- Ask peers for honest feedback.
- Be critical.
- Try other layout patterns.
- Edit, edit, edit.
Presenting your poster

- Arrive on time and dress neatly.
- Prepare a 2-3 minute oral presentation using the poster as a guide.
- Allow people to view your poster before leading them through it.
- Provide a handout with the details of your research.
- Enjoy yourself – you’ve already done the hard work.
Resources

- Effective Scientific Posters -- Poster Design and Poster Presentation
- Poster Presentation of Research Work - tips and guidelines
- How to Prepare a Poster