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](#)