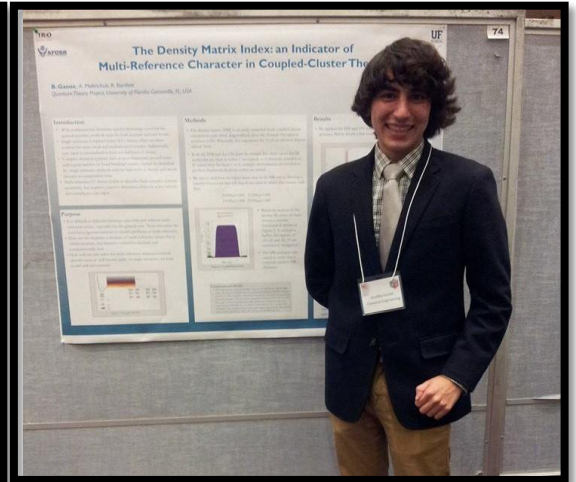


DESIGNING & PRESENTING RESEARCH POSTERS



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WHAT IS A RESEARCH POSTER?

- A visual tool for communicating your work
- A cross between a research paper and an oral presentation
- An effective poster will:
 - Attract visitors
 - Summarize the purpose, progress and results of your research
 - Engage visitors and hold their interest

The goal of a research poster is to have an *organized* and *attractive* visual display of your research project and findings

CHARACTERISTICS OF A GOOD RESEARCH POSTER

- **Organized**
 - Has an ordered, logical flow of information
- **Concise**
 - Typically use bullets and phrases vs. long sentences & paragraphs
 - May vary for humanities & social sciences
- **Self-explanatory**
 - Tells a story and conveys your take-away message
 - Easily understood even if you aren't present
- **Visually Appealing**
 - Attractive and makes visitors want to stop by

HOW POSTERS ARE EVALUATED

- Overall effectiveness
- Research content
- Physical appearance and organization
- Speaking ability
- Technical understanding of subject
- Ability to explain and answer questions



TIPS FOR EFFECTIVE POSTER PRESENTATIONS

- Tell readers **why your work matters**
- Make your design visually appealing
 - graphics, text, colors
- Follow a logical organization
 - objective, results, conclusion, etc.
- Minimize text & use appropriate graphics
- Sketch your poster layout on paper first

TIPS FOR EFFECTIVE POSTER PRESENTATIONS

- Text size should be readable from 3-5 feet away
- Use color cautiously
 - Dark letters on light background are easiest to read
 - Avoid very bright colors
- Don't make your audience work - people will read from top to bottom, left to right

TIPS FOR EFFECTIVE POSTER PRESENTATIONS

- Prepare a 2-3 minute verbal overview highlighting the significance of your work
- If desired, prepare a summary handout – a miniature version of your poster, which includes contact information
 - This is optional but would be most useful at a national research conference where a number of scholars in your field are present

ELEMENTS OF A POSTER

All posters should include:

- Title
- Author(s) and Institution(s)
- Background/Introduction
- Methodology
- Results (if you have them)
- Conclusions
- Future Directions

ELEMENTS OF A POSTER

- Optional elements:
 - Abstract
 - References
 - Acknowledgements
- Ask your mentor about his/her preferences
- Ask to see examples from your group

TITLE

- Brief and descriptive
- Identical to title on abstract
- Readable from **at least 10 ft** feet away
- Sans serif font (Arial, Helvetica, etc.)
- 72pt font or larger

This is 72 pt font.

AUTHOR(S) AND INSTITUTION(S)

- Presenter should be the first name (unless there is a different order specified by the conference)
- Additional authors should be listed in order of their contribution
- Last name should be your faculty mentor
- Include department(s) and institution(s) below authors' names

ABSTRACT (OPTIONAL)

- If included, abstract should be identical to the one submitted for the conference

BACKGROUND/INTRODUCTION

- Briefly present what is necessary for the reader to understand your research
- Start with a general introduction to the topic
- Explain why the study is necessary/important
- State your research hypothesis/question
- Briefly explain your approach to solving the problem
- Do not go into details about methods

METHODOLOGY

- **Briefly** describe how data were collected
- Include key sample characteristics (e.g. sample size, concentrations, age/gender/ethnicity of survey participants, etc.)
- Explain any internally developed procedures

RESULTS

- Briefly describe your analysis and justify your choices
- Include the most important results to date
- Present data in graphical form (tables, graphs, charts) whenever possible or use bullets

FIGURES

- Present data to support or deny your hypothesis
- Make sure to number your figures, font >20pt
- Figures can include graphs, tables, photographs, illustrations, or diagrams
- All figures should have a title and legend
- Figures should be high quality

GRAPHICS

- Use graphics that enhance and compliment your work (e.g. photos of subjects, equipment, field site, etc.) but don't overdo it
- Use only high quality graphics
- Use images from the public domain or acknowledge sources
- Do not use "cutesy" clipart or low resolution pics
- Avoid using background graphics that compete with text



vs.



CONCLUSIONS

- Use bullets to state conclusions for your data
- Be brief and to the point
- Explain your most significant findings
- Mention any alternate explanations for your data or unexpected results
- Discuss any known limitations of your study

FUTURE WORK

- Explain what will happen next, even if you won't be the one doing it
- Do you plan on using new methods?
- Do you have new unanswered questions?

REFERENCES (OPTIONAL)

- Cite all references used within the poster text
- Use APA citation style or a style consistent with a major journal in your discipline

ACKNOWLEDGEMENTS (OPTIONAL)



Acknowledge those who assisted or made significant contributions to your research

Include source(s) that funded your study

Include grant number if possible, e.g.

This work is funded by NSF Grant #HRD-045029.

Use the UF & McNair program logos & logos for funding source(s) if applicable



DESIGNING YOUR POSTER

- Prepare text for each section (background, methods, results, conclusion, future work)
- Select graphics (graphs/tables of key results, photos relevant to research)
- Sketch layout on paper first using a logical arrangement
- 3 or 4 panel design typical, but not required



DESIGNING IN POWERPOINT

- Start with a template or create from scratch
- Set slide to specified size - **36" x 48" for FURC**
 - Go to the "Design" tab and select "Page Setup"
 - Set custom page size to poster dimensions
 - **Landscape layout** most common
- Adjust view (zoom in/out) to lay out poster
- Use text boxes for titles and text
- Can copy and paste text from Microsoft Word
- Insert figures and graphics
- Can create tables directly in PPT, import, or copy & paste



PROOF YOUR POSTER

- **Proof your poster** for grammar and spelling, especially technical words
- Review with your mentor and get his/her approval before printing
- As a courtesy, allow co-authors to view your poster before presenting it

PRESENTING YOUR POSTER

- Wear business casual/professional attire
- Smile and make eye contact
- Greet visitors and give them time to look over your poster before you start talking
- Be ready to respond to “tell me about your research”
- Give a 2-3 minute overview of your topic, significance, methods, results and future work
- Adjust your talk based on visitors’ interests and knowledge

PRESENTING YOUR POSTER

- Be personable, engaging and professional
- Don't spend too much time with one person
- Be prepared to answer questions
- Admit when you don't know – **Don't fake it!**
 - If you don't know, say so and offer to follow up with the answer
- Prepare handouts covering key points with your contact information, if you desire
 - Have 20-30 copies and offer to email if you run out
 - Don't force handouts on people who don't want them

PRINTING YOUR POSTER

- You can print at Target Copy Center or in specific computer labs using your Gatorlink account
- Ask the staff for help before printing
- Charges will be e-billed to your account at the end of the month
- You may need to trim to size if printing on campus

Printers	Cost per Page	Location
Large Format Plotter	\$3.00 per linear foot	Architecture 118, Weil 408, and CSE 211 Labs
Large Format Plotter - High Quality Paper	\$10.00 per linear foot	ASC - Hub 224



CARING FOR YOUR POSTER

- Handle your poster delicately after printing to avoid crinkling the paper
- Roll it up carefully, secure with a rubber band and put away to avoid damage
- Laminate your poster and/or get a poster tube (if desired)



ADDITIONAL RESOURCES

<http://gradschool.unc.edu/academics/resources/postertips.html>

<http://www.cns.cornell.edu/documents/ScientificPosters.pdf>

<https://www.uhd.edu/academic/colleges/sciences/scholars/files/workshop-poster.pdf>

<http://sph.washington.edu/practicum/forms/PosterDesignGuidelines.pdf>

http://www.csun.edu/plunk/documents/poster_presentation.pdf

<http://www.ncsu.edu/project/posters/>

<http://www.swarthmore.edu/NatSci/cpurrrin1/posteradvice.htm>