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
The goal of a research poster is to have an organized visual display of your research project – purpose, methods, findings
CHARACTERISTICS OF A GOOD RESEARCH POSTER

- **Organized**
  - Has an ordered, logical flow of information

- **Concise**
  - Uses bullets & phrases vs. long sentences & paragraphs (may vary for humanities & social sciences)

- **Self-explanatory**
  - Tells a story that is easily understood, even if you aren’t present

- **Visually Appealing**
  - Invites visitors to stop by

- **Engaging**
  - Holds visitors’ interest
HOW POSTERS ARE EVALUATED

- Overall effectiveness
- Research content
- Physical appearance and organization
- Speaking ability
- Technical understanding of subject
- Ability to explain and answer questions
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
This is 72 pt font.
· Presenter should be 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
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
• 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
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
- Mention 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 & CUR 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** for grammar and spelling, especially technical words
• **Get your mentor’s approval before submitting or printing**
• As a courtesy, allow co-authors to view your poster before presenting it
PRESENTING YOUR POSTER
Why Should I Care?

When presenting your poster, the #1 take-home message should be why your research is important. You need to convey this in language that anyone can understand.
PRESENTING YOUR POSTER

- Wear business casual or 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 & 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 (optional)
  - 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 or in certain UF 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.

<table>
<thead>
<tr>
<th>Printers</th>
<th>Cost per Page</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large Format Plotter</td>
<td>$3.00 per linear foot</td>
<td>Architecture 118, Weil 408, and CSE 211 Labs</td>
</tr>
<tr>
<td>Large Format Plotter - High Quality Paper</td>
<td>$10.00 per linear foot</td>
<td>ASC - Hub 224</td>
</tr>
</tbody>
</table>
CARING FOR YOUR POSTER

- Handle your poster carefully 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


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

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


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

http://www.swarthmore.edu/NatSci/cpurrin1/posteradvice.htm