MAKE GREAT POSTERS!

An updated version of Dr. Jonathan Hagood’s Make Great Posters! Presentation, History Department, Hope College
Overview

- Why posters?
  - Research Project -> Research Products
- Poster Nuts and Bolts
  - Components
  - Types and Sizes
  - Evaluation Criteria
- Samples
- Moving Beyond the Poster
- Best Practices
- Poster Presentation Checklist
Why posters?

- You, too, can be a **real** scientist!
- More efficient way to communicate your research at an academic conference or to a general audience.
  - Many professional conferences are making increasing use of poster sessions.
  - The conversations, questions, and answers you experience will be more meaningful at a poster session than when giving a paper.
- Creating multiple research products enhances a research project.
Research Project --> Products

- Published Article
- Research Paper/Essay
- Digital Media
- Conference Presentation
- Book
- Poster
Poster Components

- Name, Title, etc. (Title Block)
- Abstract
- Introduction
- Methodology
- Results/Evidence
- Discussion
- Conclusion(s)
- References
- Acknowledgements
Poster Components (Minimum)

- Title Block
- Abstract
- Introduction
- Methodology (Social Sciences)
- Results/Evidence
- Discussion
- Conclusion(s)
- References
- Acknowledgements
Poster Types, Sizes and Prices

- **Types:**
  - Flat – normally mounted on panel room dividers, two posters per side
  - Tri-Fold – normally set up on a table w/additional materials on the flat surface

- **Sizes:**
  - 24” (normally by 36”)
  - 24” and 42” (by 36” or 48”)
  - Tri-Fold: 36” x 48” (24” center and 12” sides formatted for tri-fold board)
Poster Evaluation Criteria

- **Three-Legged Stool:**
  1. Focused
  2. Graphic
  3. Organized

- **Cognitive Levels:**
  - **Knowledge:** Does the poster include the content necessary for a general reader/viewer to understand the project?
  - **Comprehension:** Does the poster emphasize the content that is most relevant to the argument?
  - **Analysis:** Does the poster make a how or why argument?
  - **Synthesis:** Does the poster use multiple sources?
  - **Evaluation:** Does the poster engage multiple perspectives or anticipate potential objections/criticism of the argument?
Moving Beyond the Poster

- **Tactile/Kinesthetic:**
  - Handout
  - Artifacts

- **Multi-Dimensional:**
  - Depth and Thickness
  - Break Out of the Rectangle

- **Multimedia:**
  - Collage
  - Digital Media (laptops, tablets, projectors, etc.)
Best Practices

- Use PowerPoint or PhotoShop (PowerPoint templates are available on the Celebration website, poster tips and sizes.
- Use Full Resolution Images
- Be Careful w/Background Images and Colors
- View the poster either by projecting it on a large screen in a classroom or print it scaled down to 8-1/2” x 11” (In PowerPoint’s Print menu, click Full Page Slides, and then check Scale to Fit Paper).
- Get Peer/Faculty Feedback
- Send it to Print and Mail Services as a PPT, PPTX, PDF, or JPEG
- Print days before it is due and
  - Check for color saturation, transparency, legibility