

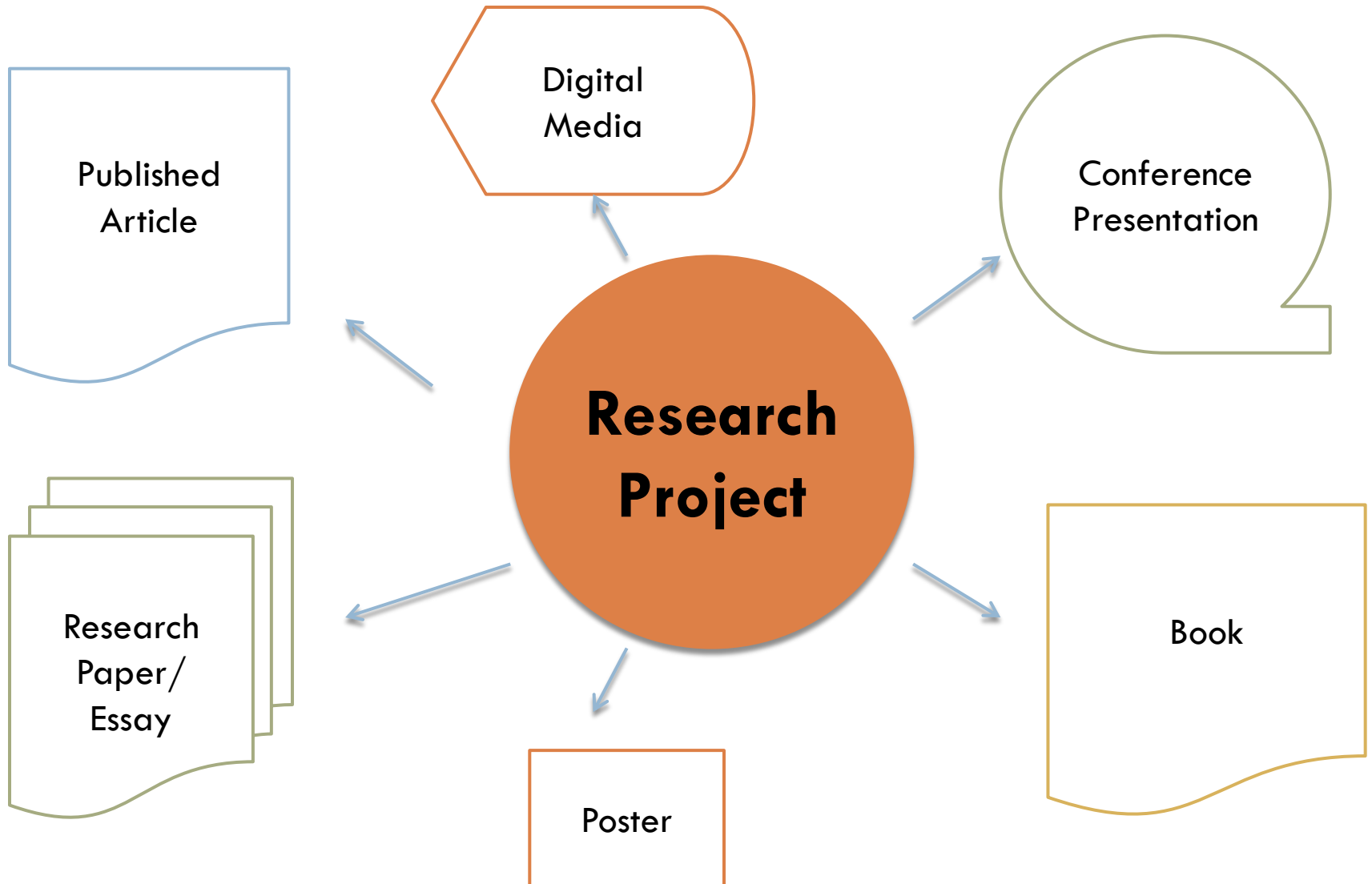
Overview

- 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



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