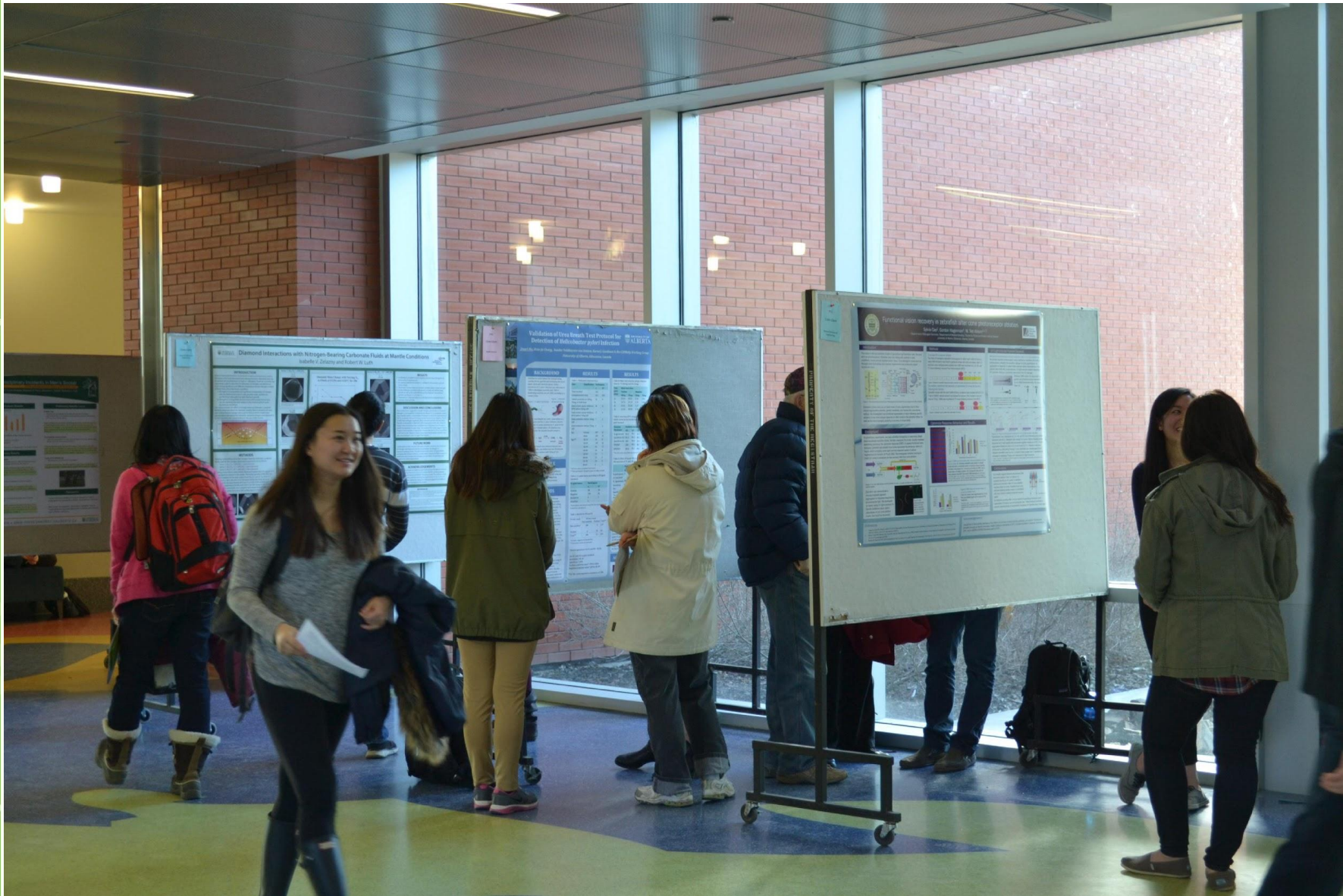




How to design & present a research poster



Undergraduate
Research
INITIATIVE



Anatomy of a research poster

Title - clear, descriptive, attention-grabbing

Introduction (Why?)

What is your thesis?

Methods (How?)

Where did you get your information? How did you analyze it?

Results: (What?)

What did you learn based on the information you collected?

Conclusions (So what? What next?)

How do your conclusions advance your thesis & knowledge of the topic?

What can your audience do with this new information?

The fine print

References
Acknowledgements

Other possible structures for a poster:

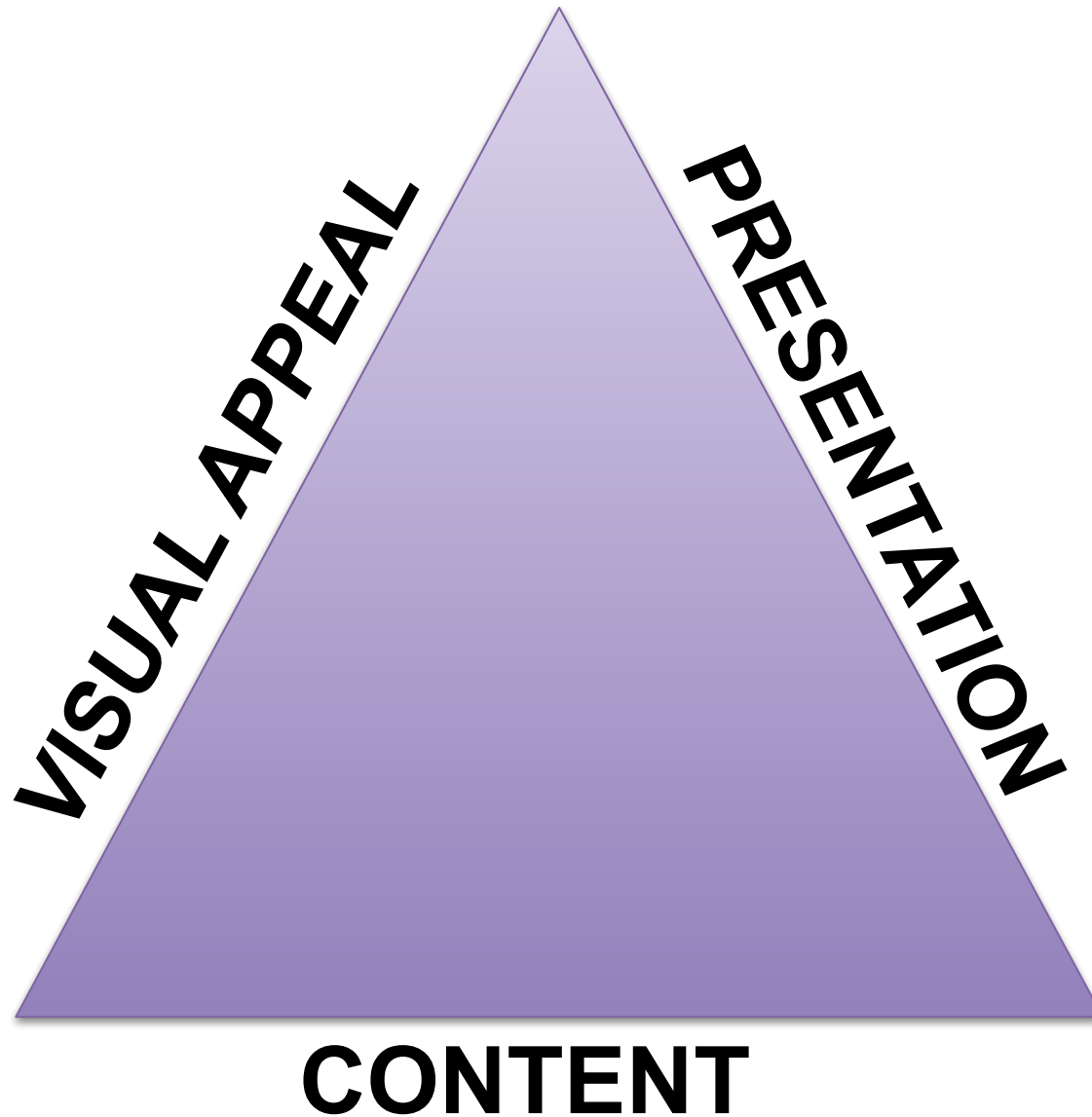
Telling a story:

- Who?
- What?
- Where?
- When?
- Why?
- How?

Reflecting on an experience:

- What?
- So what?
- Now what?

How posters are evaluated



“Can you just give me a winning template?”



Example posters

Note: these have been selected to show you a variety of approaches, not necessarily as examples of “best” posters.

#BetterPoster examples (Mike Morrison template)

<https://twitter.com/jdwasmuth/status/1113099595670679552>

https://1.bp.blogspot.com/-NUZ3nqY5Zvw/XM4BsZrwOTI/AAAAAAAAAoo8/_Kb3qmwir-Uam2SbgnsQQJD0biYWLCWPwCLcBGAs/s1600/INSAR_2019_Morrison.jpg

<http://www.twipu.com/NatanyaRussek/tweet/1124727729067216897>

Traditional poster examples (multi-column format)

https://com-shcc.sites.medinfo.ufl.edu/files/2015/03/2016_DiffBetweenVaristyNonvarsityAthletesAcutePostconcuSSION.jpg

https://yourreview.journals.yorku.ca/public/journals/167/cover_article_40344_en_US.jpg

<https://dpt.duhs.duke.edu/research/student-posters>

Other designs

<https://i0.wp.com/www.ivacheung.com/wp-content/uploads/2017/10/KTSIPoster.png>


<https://cdn.technologynetworks.com/ep/pdfs/better-business-practices-for-children.pdf>

Try it yourself: Google image search some posters in your discipline. What works? What doesn't?

Databases:

<https://f1000research.com/browse/posters?&selectedDomain=posters>

<https://www.eposters.net/posters/>

A vertical decorative bar on the left side of the slide, composed of several colored stripes (red, orange, yellow, green, blue) and scattered question marks of various colors.

3-5

Minutes

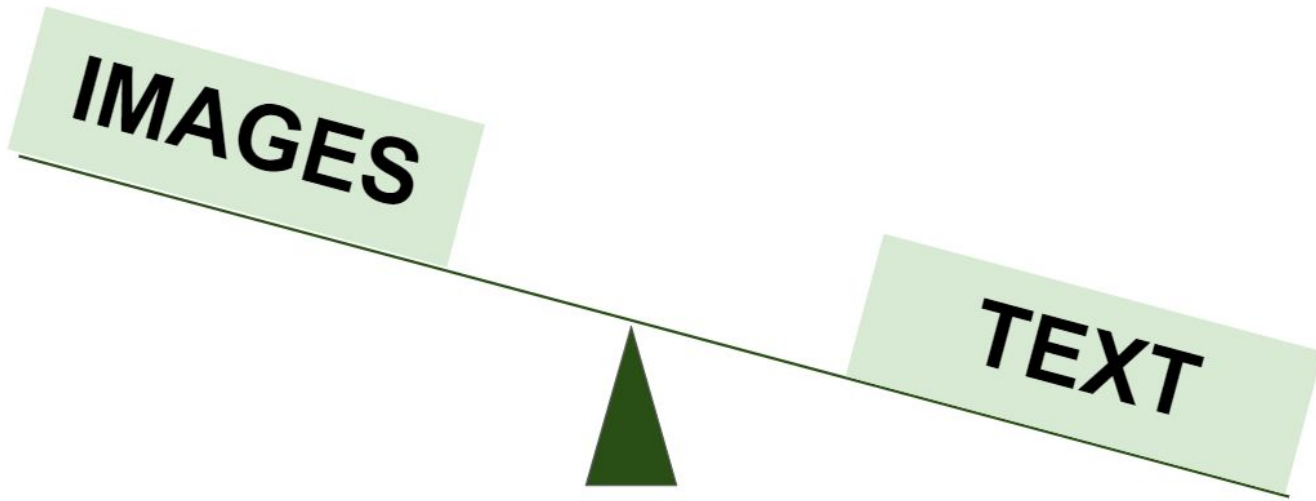
Key messages

Layout & Composition

- 1 Proximity
- 2 White space
- 3 Alignment
- 4 Contrast
- 5 Repetition

Video (5min:

<https://www.youtube.com/watch?v=a5KYIHNKQB8&t=3s&frags=pl%2Cwn>)



Images (or other visuals)	Text
Attract & hold audience attention	Provides additional information, explanation, context for the images
Communicate your key messages at a glance	Contributes to overall flow
Leave a memorable impression	Complements (but does not duplicate) the visual story

Choosing a font

- Sans serif (e.g. Arial, Helvetica, Calibri) is good for headings and short blocks of text (e.g. bullets)
- Serif (e.g. Times New Roman, Georgia) is good for longer paragraphs
- Avoid script fonts (e.g. *Blackadder ITC*, *BrushScript*)
- Keep it professional (no *Comic Sans!*)

Choosing visuals

1 What does it communicate?

2 Is the image high-quality?

3 Do I have permission?

- **Copyright** – Ualberta Copyright Office
 - <https://www.ualberta.ca/copyright>
- **Quality** – Use highest quality images possible (resolution: 150dpi or higher)

Choosing colours

More is not better

- Avoid stacking primary colours

Avoid gradients

Avoid transparencies

Be consistent

Think about what works with your other visuals.

Templates/Software

- Use the software you're most comfortable with:
 - PowerPoint (most common)
 - Keynote (Apple users; most PowerPoint templates will work)
 - Google Slides (double check page size settings)
 - Adobe Illustrator (more advanced)
- Template is a single slide in the size & orientation required
- 36" x 48" is a common size

Download a template

- print.ualberta.ca/ (Free templates, CCID required)

TEMPLATE CATEGORY



Poster Templates

Various Sizes and Styles

IN THIS CATEGORY:



36x24h-PTT-NURSE142



36x48h PowerPoint Template-130



36x48h PowerPoint Template-131



36x48h PowerPoint Template-132



36x48h PowerPoint Template-133

A decorative vertical bar on the left side of the slide, composed of several colored stripes (red, blue, orange, yellow, green) with various sized question marks scattered throughout.

Get feedback!

- Supervisor
- Colleagues/classmates within your discipline
- Colleagues/classmates outside your discipline (if you are communicating with an multi-disciplinary audience)
- URI

Before you print

- Preview at full size
- Proofread
- Save as a PDF
- Double check the page size (36"x48")
- Proofread
- Send for printing


A decorative vertical bar on the left side of the slide, featuring a gradient of colors (red, orange, yellow, green, blue) and several white question marks of varying sizes scattered throughout.

Poster presentation tips: Attracting an audience

- Stand to one side of your poster – don't block the audience's view
- Make eye contact
- Open, approachable body posture
- Put your devices away (unless they are part of your presentation!)

Poster presentation tips: presenting

- Project your voice!
- Questions are good icebreakers – find out what your audience knows about the topic, gauge their understanding
- Keep your presentation to ~3-4 minutes
- Use your poster as a visual aid:
 - do not read directly from your poster
 - do not expect the audience to read your poster – guide them through it

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Poster presentation tips: answering questions

- Be sure to invite your audience to ask questions
- Listen carefully – be sure you are answering their question; ask for clarification if necessary
- If you're unsure, don't be afraid to say so – sometimes this can open up more interesting conversations (and new research ideas!)

Poster presentation tips – what if?

- Someone joins halfway through your presentation?
- Someone wants to have a longer conversation and it is preventing you from engaging others?
- People are crowding your physical space?

Poster presentation tips: comfort & convenience

- Prepare well in advance
- Bring water
- Wear comfortable clothing/shoes
- Bring tacks (if not provided by the organizer), elastic or poster tube to roll/store your poster afterward
- Make a handout of your poster to distribute (if desired)
- Post your contact information & presentation time on your poster board (if desired)

A decorative vertical bar on the left side of the slide, composed of four colored stripes: dark red, blue, orange, and green. The stripes are separated by thin white lines. Small, semi-transparent question marks are scattered throughout the bar.

Where to get more help

- Handout
- URI
- U of A Library (Undergraduate Research LibGuide)
- Academic Success Centre