Poster Presentations

5 Steps for Composing an Effective Poster Presentation:

1. Determine the most important message or theme you want your poster to convey. This should be clearly expressed in the title, which should be readable from five feet away.

2. Decide on the major sections of information that you will include to support your main point and organize these into a logical flow of information.

   Effective research posters include the following sections:
   - A statement of the problem or question investigated
   - A description of the method used (if relevant)
   - Results or conclusions
   - If this is a work in progress, include next steps or future directions

3. Select images and graphics that are closely tied to your major points. A clear reason for each image should be apparent and each image should be tied to the text. However, avoid cluttering the poster with too many images. Aim for balance between text and graphics.

4. Experiment with layout and presentation. Move things around before gluing them down.

5. Keep in mind the following design basics:

   - **White space** (the area not covered with text or graphics):
     - Not too much (or the viewer's eye will wander).
     - Not too little (or you'll confuse and overwhelm your viewer).

   - **Fonts**:
     - 24 point minimum font size.
     - Use no more than three or four text fonts.
     - Avoid all-capital letters, except in titles.

   - **Color**:
     - Background should be a solid color, not a pattern.
     - Avoid juxtaposing colors that clash or fade each other out.
     - Avoid using too many colors. Overuse of color is distracting.
     - Use more intense colors only as borders or for emphasis, but be conservative.

   - **Cropping, Margins and Spacing**:
     - All edges and margins should be straight and even. Use a ruler and razor knife.
     - Don't overcrowd space and be attentive to balance from top to bottom and from the side margins.
     - Organize your elements into columns (rather than book-style, left-to-right page layout).
Poster Presentation Tips

- Determine a hierarchy of information to emphasize the most crucial elements of your project. Set less important information in the background (or edit it out entirely).
- Don’t overload your poster with too much text. This will distract your audience and make your poster less effective.
- Include only the most important information and present it in an easy to read way.
- Eliminate everything that is not necessary.
- Make sure that your poster is well organized and self-explanatory.
- Your poster should be appropriate to your audience. Be professional.
- Credit any ideas or wordings that are not your own. Include a “References” or “Works Cited” section if necessary.
- Present your text in a way that is easily read and is logically laid out.
- Your poster should be readable from five feet away. Use at least 24 pt fonts in the body of your poster.
- Don’t add pictures just to have pictures; make sure pictures have a clear purpose.
- Use color wisely. Don’t overdo it! Things such as detailed backgrounds or neon colors can distract from your presentation.
- Lay out a rough draft of your poster before actually constructing your final poster.
- Edit! Edit both the content and lay out of your poster.
- Have a friend or colleague look over your poster. A fresh set of eyes can often spot things you might miss!
- Give yourself enough time to make your poster once you have decided on your textual content and layout. This way, you will be able to deal with any unexpected problems.
- A great poster is readable, legible, well organized, and succinct.

Works Cited:
