

POSTER PRESENTATIONS

Poster presentations are a method of presenting research to an audience in a visual format. The presenter typically stands by the poster display while conference participants come and view the presentation and interact with the author.

Why present a poster?

- To communicate your research.
- To capture interest and reach a large number of people.
- To generate enquiry, initiate discussion and obtain feedback from your audience.

Contents:

- Title - short and enticing
- Researcher's name(s)
- University and major
- Thesis or hypothesis statement
- Background – justification for study
- Objectives – purpose of study
- Methods
- Analysis
- Results – usually use figures rather than tables; if used, tables should be simple
- Conclusion

The contents will vary depending on your topic and discipline. But you can use this as a guide and discuss with your tutor/supervisor. Try to find examples of posters from your field.

TIP

Infographic designs can make your work more visually appealing and engaging.

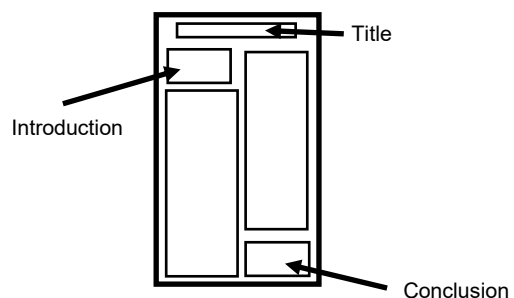
Try to create your own visuals. If you need to use content that is not your own, reference it.

Communication:

- A poster is usually portrait and A3 to A1 in size. Posters are usually viewed from at least 1.5m away so you need to design it so that important information is readable from a distance.
- Your poster needs to effectively communicate the research. Focus on the central question and message (use keywords).
- Some text can be replaced by graphics - you can use graphs, images, photos, tables, charts, etc.

Planning your poster:

- Identify the key concepts and limit text.
- Determine the elements you need (i.e., data and graphics).
- Use clear and appropriate language.
- Use bullet points or simple sentences.
- Consider the order of your information.
- People read left to right in English so you should design your poster so they can scan from top left to bottom right.
- Consider where to place your references subtly (e.g. smaller font at the bottom).



Layout:

- Short and interesting title across the top.
- A brief introduction at the upper left.
- State the conclusions at the lower right.
- Methods, results and analysis fill the remaining space.
- Organise text into vertical columns (2 or 3 depending on the size of the poster).

- Use text boxes and graphics.

Font:

- Use 2-3 fonts maximum.
- Sans serif fonts are recommended (i.e., Arial and Helvetica)
- Use bold for title or headings.
- Do not underline.

Font size:

For an A3 poster begin with the following:

- Title - 120-200 point
- Sub-headings - 48 point
- Main text - at least 36 point
- Graphs - 24-26 point
- Acknowledgements - 24 point

TIP

Negative space helps for work to be read more easily. So try not to overfill your poster with content.

Colour:

- Should not detract from the message.
- Use light rather than dark backgrounds.
- Avoid light colours for text.
- Use contrasting colours.
- Try not to use too many colours, unless you have a specific purpose.
- Use colours to link information to themes.
- Use colours to guide your readers eyes.
- Colours can also help create hierarchy.

TIP

Find visual inspiration online to guide your colour scheme.

Software:

- For editing photos or creating your own visuals — Adobe Photoshop or Gimp
- For creating vector graphics or editing typography — Adobe Illustrator
- For laying out the poster — PowerPoint or Adobe InDesign
- For creating charts/tables — Excel

TIP

Unless you are using a borderless printer you will end up having a white trim around your poster. Consider this in your design.

Testing:

- Experiment with different layouts.
- Check spelling and grammar.
- Check the alignment of text and images (use digital rulers).
- Check text is broken up with visuals.
- Check that you have used visual hierarchy to differentiate between information.
- Consider the paper stock you are printing on — larger posters need thicker stock.
- Print a draft copy before the final print to check layout and see if everything is included. Pay close attention to how colours print out and adjust as needed.
- Pin up a printed copy (to size) and walk past it. Does the presentation attract you?

TIP

Leave a boarder so that the printer does not cut off your work.

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