Poster Presentation Guide

Research and Creative Accomplishments Symposium
April 24, 2014
Fairfield University

A poster presentation format allows you to present your audience with an overview of your research.
- Your poster should be easy to follow and focused on the central message of your project.
- Your poster should convey what you did and discovered.
- Your poster should provide a mix of text and visuals that are easy to read.

What to include in your poster?

*Poster content varies by type of research project, however generally a poster should include the following:

- **Title**
  Your title should be short and descriptive with a strong active verb

- **Name and affiliation**
  Your name, name(s) of co-researchers, your faculty sponsor’s name, and your university’s name and department

- **Abstract**

- **Introduction (research question(s) and purpose)**
  Present the question being explored by your research, place in the context of current knowledge about the topic, and convince the reader of the significance of your study.

- **Background information/literature review**
  If including jargon, technical terms, define them

- **Methods**
  Describe your methods, how you collected your data, type of data you used

- **Results or Findings**
  Summarize the results of your research, use graphs, charts, tables, photos, and other visuals to support your results/message.

- **Discussion, analysis and interpretation of the data**
  Interpret the meaning of your results with respect to the original questions, including your conclusions about the answers to the questions that motivated your research that you described in the introduction.

- **Summary/conclusion**

- **Works cited**
  cite all your references in text and list them in the Literature Cited section, using a format (see library citation guide)

- **Acknowledgments**
  Thank individuals who assisted with the research (e.g., community partner, faculty sponsor, advisor) if applicable, include any sources of funding you received to conduct the research.

* Center for Academic Excellence, Fairfield University *
General tips
- Focus your message – what do you want your audience to know and remember about your research?
- Provide context – how does your research fit into the current knowledge on the topic?
- Avoid jargon – if you use specialized language, define your key concepts
- Have your content reviewed by your faculty sponsor and/or advisor

Poster format options:

<table>
<thead>
<tr>
<th>Poster board</th>
</tr>
</thead>
<tbody>
<tr>
<td>22” x 28” up to 36” x 48”</td>
</tr>
<tr>
<td>Symposium set-up:</td>
</tr>
<tr>
<td>placed on rolling board using pushpins</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tri-fold poster board display (3 panels)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opens to 36” x 48”</td>
</tr>
<tr>
<td>Symposium set-up:</td>
</tr>
<tr>
<td>placed on a table</td>
</tr>
</tbody>
</table>

Poster Design tips
Your poster should be neat and simple (avoid repetition and too many details). Arrange your material/information in a logical order, using columns, headings and boxes to guide your audience in their reading from top to bottom, left to right. Consider using Microsoft Word, PowerPoint or another program to create your poster. Select a font style and color scheme, remaining consistent throughout your poster. Be sure to leave spaces around your poster elements.

Poster text
- Title, subheadings, explanatory text
- Text should be visible from a distance
- Use dark text on light background
- Select a font size and style that can be read easily from a distance and use consistently throughout
  - Title should be in bold and a large font size (e.g., size 50 – 60)
  - Subheadings should be in a large font size
  - all headings same font and size, explanatory text same font and size
- To emphasize points, use bold or italics
- Avoid large blocks of text
  - minimize text, omit needless words, use simple sentences, only include information that supports your central message
  - Organize and reduce text by using subheadings, key words, bullet points

Poster visuals
- Charts, tables, figures, photographs
- Graphics should be visible from a distance
- Use figures or graphs to convey information
  - Provide descriptive titles
  - Clearly labeled axes
  - Use fonts and colors that match the rest of your poster
- Photographs should illustrate your text
  - Include captions that explain the photo
  - If using photos from other sources, include a citation/credit.
Title of Your Research Project
Your Name (and name(s) of co-researchers)
Faculty sponsor name
Department of ..., Fairfield University

Abstract or Introduction/Background
Present the question you explored in your research, place it in the context of current knowledge about the topic, and convince your audience of the significance of your study.

Methods or Approach
Describe your methods (how you conducted your research). Quantitative, qualitative Data collection, archival work, ...

Results
Summarize the results of your research, use key results to confirm your message; graphs, charts, and figures to articulate your results

Conclusion and Future work
Conclusions – answers to the question(s) you posed in your introduction. Explanation of your results. Identify next steps or future directions that research might take

Discussion & Interpretation of results
Interpret the meaning of your results with respect to the original questions

References
List sources/references cited in your poster

Acknowledgments
Thank individuals who assisted you with your research/ provided feedback; any sources of funding