

TIPS FOR CREATING EFFECTIVE RESEARCH POSTERS

Consider your goals

The poster presentation is an opportunity to clearly and effectively communicate the results of your research to others. When planning your poster, remember that viewers will likely be learning about your research for the first time. What would you like to teach them? Think carefully about your goals for your presentation and prepare your poster accordingly.

Tell your story with organized content

Engage your audience with a compelling narrative that is your research process. A good poster should "flow" from one section to the next. Organize your information deliberately to help guide the viewer's attention to important takeaways from each section.

Make it pretty but keep it professional

You may be tempted to use every color in the rainbow, but be mindful that this can be quite distracting. Limit yourself to two or three main colors, using colors to convey meaning when possible. Limit clip art or graphics that don't directly apply to your research. Your poster should feel "professional."

Minimize text, maximize clarity

Instead of paragraphs of text, consider how an image, table, or bullet points may be able to more clearly convey the information. Your poster should be streamlined and straightforward; avoid over cramming! This means you won't be able to include every detail. Pick the most important ones, and remember, you can still discuss additional details during your presentation.

Hit the main points

Consider including the following sections on your poster:

Banner: title, author(s), institution, logo

Abstract: summarize your work

Introduction: Define the topic, frame your research questions and define hypotheses

Methods: How did you do this study? What measures did you use?

Results: What did you find? Include clear statistical analysis, tables, and/or figures.

Discussion: What does it all mean? Summarize your main findings, discuss any contradictory findings, consider limitations, and avenues for future research