


# CREATE@STATE Poster Presentation Tips

|   |  |  |   |   |  |
|---|--|--|---|---|--|
|    |  | <b>RESEARCH POSTER TITLE HERE</b>                                    |   | <div style="border: 1px solid black; padding: 5px; width: fit-content;">Logo</div>              |  |
| Author 1, Author 2, etc.<br>Author 1 Affiliation, Author 2 Affiliation, etc.  |  |  |   |   |  |
| <b>Introduction</b><br><br>What is the background info on your research? Why is your research important?  |  |  | <b>Results</b>  |   |  |
| <b>Research Objectives</b><br><br>✓ Determine this...<br>✓ Analyze that...  |  |  | <div style="border: 1px solid black; width: 100px; height: 100px; margin: 0 auto;">Figure</div> | <div style="border: 1px solid black; width: 100px; height: 100px; margin: 0 auto;">Figure</div> |  |
| <b>Materials and Methods</b><br><br>How did you collect your data? What statistical analyses did you run? You may include pictures for ease of understanding. |  |  | Figure 1. Description of figure.  | Figure 2. Description of figure.  |  |
|   |  |  | What did you find?  |   |  |
|   |  |  | <b>Discussion/Conclusion</b>  |   |  |
|   |  |  | What are the implications of your findings?<br>What does this mean for future research?         |   |  |
| <b>Author Information</b><br>Your Contact Info Here   |  | <b>Acknowledgements</b><br>Who helped you? Don't include co-authors. |   | <b>Literature Cited</b><br>Put any literature that you cited in your poster here                |  |

## Tips for Poster Making

- Title:** Make your research sound appealing with a catchy title. Make it **BIG**, so people can read it from far away and be drawn in by its charm.
- Authors:** Typically you (the presenter) go first, followed by other authors (if any), and your advisor goes last.
- Affiliations:** If all of your authors are from the same place, only list that place once. If your authors come from different organizations, use superscripts to indicate which authors belong to which organizations.
- Logos:** Place your university/school logo in the heading area (and logos of co-author organizations if applicable).
- Sections:** All posters should have introduction/background info, research objectives (which may be included in the introduction), methodology, results, discussion/implications/conclusion, and acknowledgements sections. Sections should be organized to create a flow line that is easy to follow.
- Fonts:** Use a clean, legible font. Be consistent--use the same type of font throughout. You may vary the size of the font, especially for the title (bigger than average) and literature cited (smaller than average).
- Color:** Make your poster colorful so it is eye-catching. Use colors that complement each other.
- Pictures:** A wall of text may put people to sleep, so they may be less inclined to look at your research poster. Use appropriate pictures to break up the text and make your poster more appealing. Make visualizations to describe methodology or background information (optional). As the old saying goes, "A picture is worth a thousand words." If photos are taken from the internet, give credit where credit is due.
- Bullet Points:** Speaking of walls of text, some people swear by bullet points or other markers that help break up text. Use them tastefully.
- Be Creative:** This is your work on display. Make something to be proud of.
- Elevator Speech:** Do not think that making a poster will get you out of talking about your research. You may be asked to describe your research in one word, one sentence, one minute, or in an undesignated amount of time. A good researcher would have responses for all of those prompts.
- Talk to your Advisor:** He/She should know what a good poster (in your field) looks like.