Suggested Layout and Design

- Textual explanations should be kept to a minimum. Don't overwhelm with information. Decide on a small number of key points that you want your judges to take away from your presentation, and you will need to articulate those ideas clearly and concisely.
- Make text readable from a distance of two meters (use 18-24 point fonts). Don't make text smaller in order to fit more onto the poster.
- Use 1.5- or double-spacing to make the text easier to read.

- Make your poster visually interesting.
  - Use color to add impact and visual appeal.
  - Make your main points easy to find by emphasizing them (bold, italicize, colored, or enclosed in text boxes) and setting them off with bullets or numbers.

- At least 50 percent of the poster presentation should be figures (i.e., charts, graphs, and illustrations). Be creative in the graphical and pictorial representation of your research.
  - Try using a variety of figure types. Limit your use of tables.
  - Provide clear captions for all figures.

- Limit poster presentations to 12 frames.

- Keep wording simple and avoid heavy jargon. Your faculty judges may not be in the same discipline as you, so don't assume they will be familiar with technical details.
  - Additionally, your writing on the poster board materials should not be in the same style as the writing in your research paper. Writing for poster must be concise, precise, and straightforward.
Example:

Wording in a Paper:
*This project sought to establish the ideal specification for clinical useful wheelchair pressure mapping systems, and to use these specifications to influence the design of an innovative wheelchair pressure mapping system.*

Wording on a Poster:
*Aims of study: Define the ideal wheelchair pressure mapping system. Design a new system to meet these specifications.*

In general, people expect information to flow left-to-right and top-to-bottom. Viewers are best able to absorb information from a poster with several columns that progress from left to right. Even within these columns, however, there are certain places where viewers' eyes naturally fall first and where they expect to find information.

**Presenting Your Poster**

- Know your material thoroughly. Remind yourself about those small details you left out of the poster, you may be able to bring them up in discussions with judges.
- Practice and rehearse your speech at home, and in front of a mirror, your friends, family, or colleagues. Record yourself presenting (the Graduate Student Center Presentation and Conference Rooms have a recording resource available to you) and analyze it.
- Look pleasant, enthusiastic, confident, proud (but not arrogant), and remain calm. Speak slowly, enunciate clearly, and show appropriate feeling and emotion relating to your topic.
- Present your material in a format similar to a written research paper, with an INTRODUCTION (thesis statement) to BODY (strong supporting arguments, accurate and up-to-date information) to CONCLUSION (re-state, summarize, and logical conclusion).
- Do not read from your notes or your poster board for any extended length of time.
- Use this opportunity as a practice for an actual professional or academic presentation. Treat this as a true conference presentation and you will get real feedback about your performance.

**Sources:**

- [www.socialsciencespace.com/2010/09/11-tips-on-how-to-present-research-findings](http://www.socialsciencespace.com/2010/09/11-tips-on-how-to-present-research-findings)
- [www.aresearchguide.com/3tips.html](http://www.aresearchguide.com/3tips.html)
- [writing.wisc.edu/Handbook/presentations_poster.html](http://writing.wisc.edu/Handbook/presentations_poster.html)
Poster Display Requirements

Research Title

Introduction
Specify the objective of your study, provide an overview of what you have done, and point out the significance and value of the research. Be succinct in this one frame element.

Abstract
Description of the research and what you are presenting.

Research
Description of the research and what you are presenting.

Results
Description of the research and what you are presenting.

Conclusion
Description of the research and what you are presenting.

Pie Chart 1
Provide clear captions for all figures.

Chart 2
Use color to add impact and visual appeal.
Suggested Poster Layout

1. **Main Focus Area**
   Location of research fundamentals: Title, Abstract, Results, Conclusion.

2. **Secondary Emphasis**
   Location of important info: Intro, Results, Summary

3. **Supporting Area**
   Location of supporting info: Methods, Discussion.

4. **Final Info Area**
   Location of supplemental info: References, Acknowledgments, Personal Information.