DESIGNING, CRITIQUING, & PRESENTING RESEARCH POSTERS
1. Expected Outcomes
2. Research Poster Design Brainstorming Activity
3. Research Poster Design Considerations & Tips
4. Research Poster Critique Brainstorming Activity
5. Research Poster Critique Considerations & Tips
6. Research Poster Critique Activity
7. Research Poster Presentation Brainstorming Activity
8. Research Poster Presentation Considerations & Tips
9. Questions?
EXPECTED OUTCOMES

1. Greater understanding of how to effectively design a research poster

2. Ability to constructively critique a research poster

3. Ability to effectively present a research poster
Why create a research poster?
REASONS TO CREATE A RESEARCH POSTER

• To provide visual representation to communicate research ideas
• Engage others in discussion
• Share and summarize your work and research contributions
• Receive feedback on your research
• Generate contacts
• Identify the major sections that should be included in a research poster
Title
Authors and Affiliations
Introduction
Objectives/Goal/Research Question/Problem
Methods
Data and Results
Conclusions/Implications
Future Work
References and Acknowledgements
• Identify research poster design considerations
Consideration #1: Choose poster style

- one large poster (such as 33 x 44)
- individual columns (such as three 11 x 48)
- individual pages (such as twelve 8 x 11)

Consideration #2: Choose program to use for designing the poster (i.e. PowerPoint, LaTeX, FrameMaker, Photoshop, etc.)
Consideration #3: Poster Text

- K.I.S.S. - Keep it short and simple
- Remove all non-essential information
- Attract visual attention: Use graphics
- Try for
  --20% Text
  --40% Graphics
  --40% Empty Space
- Left align text
- Double space
Consideration #3: Poster Text (continued)

• Pick ONE font and stick to it

Suggested Font Sizes

1. Title 96 point
2. Authors 72 point
3. Affiliations 36-48 point
4. Section headings 36 point
5. Text 24 point
6. Acknowledgements 18 point

NOTE: It should be easy to read from 15 feet
Consideration #3: Poster Text (continued)

- Avoid Italics
- Use large/colored font for emphasis
- Use bulleted points rather than paragraphs
- AVOID too much text

GOAL: Make your poster easy to read
Consideration #4: Poster Layout

• Typically, use 3 to 5 columns

• Arrange information vertically from top left corner to bottom right center (This makes it easier to read, without having to move back and forth).

<table>
<thead>
<tr>
<th></th>
<th>Title</th>
<th>Author &amp; Affiliations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intro</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conclusion</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Consideration #4: Poster Layout (continued)

- Sketch the layout before you start
  - Determine logical sequence for material
  - Organize information into sections
  - Number sections to make flow obvious

**GOAL:** Make your poster easy to understand
Consideration #5: Amount of information

- Title
- Authors and Affiliations
- Introduction
- Method(s)
- Data and Results
- Conclusions and Future Work
- References and Acknowledgments

**GOAL:** People should be able to read your poster in a few minutes
Consideration #6: Clarity

• Questions a research poster should address:
  --What’s the research question(s)?
  --Why is this question important?
  --What strategy (method) is used?
  --What are the results?
  --Why are these results unique/important?
  --How does this relate to other research?
  --What are the next steps?

GOAL: Your poster should be able to stand alone – verbal details only needed for details
Consideration #7: Time

• Allow yourself lots of time – At least 1 week!
  --Do not wait until the last minute – things will inevitably take longer than planned
  --Remember to allow time and money for printing/laminating

Consideration #8: Poster title

• Make it interesting
• You want to lure people from a distance
• If title is too long, shorten it. Don’t reduce the font size.
Consideration #9: Authors

- Include first names
- Omit middle initials and titles
- Include academic affiliation – but omit city and province

Consideration #10: Colors

- One background color to unify poster
- Stick to muted colors
- Avoid red/green combinations because red/green color blindness is common
- Don’t overuse color
- Be consistent
Consideration #11: Graphics

- Make large enough for viewing from at least 3 feet away
- Text should support graphics, not vice versa
- Use heavier lines in tables and graphs for easier viewing

Consideration #12: Final Touches

- Proofread
- Spellcheck
- Get feedback before printing
- Get feedback in time to make changes
• Identify the appropriate criteria to evaluate a research poster
• Does the poster state the problem or research question(s)?
• Does it clearly state the significance of the research?
• Are the research approach or methods clearly presented?
• Are the research results/findings clearly presented?
• Is the organization on the research poster appropriately organized? (Flow, structure, text, layout, clarity)
Using the sample research judging rubrics, your own critique criteria, and the critique considerations discussed – critique a research poster.
• **Rubric #1: Judging Rubric for Poster Presentation of Research**

  "adapted from the rubric developed by the American Society for Microbiology and the Committee for the Annual Biomedical Research Conference for Minority Students (ABRCMS)."

• **Rubric #2: Poster Rating Criteria**
• Identify the major sections that should be included in a research poster presentation
• Identify research poster presentation considerations
Consideration #1: Know your audience
   a. Experts
   b. Various disciplines
   c. General audience/laypersons

Consideration #2: Give an overview of your research in 3-5 minutes

Consideration #3: Practice, Practice, Practice to ensure that the presentation flows and monitor your time

Consideration #4: Present to your peers and get feedback
Consideration #5: Make eye contact

Consideration #6: Avoid jargon and acronyms

Consideration #7: Speak clearly, concisely, and slowly. Avoid too much detail unless asked.

Consideration #8: Allow people time to look at your poster – stand to the side of the poster
Consideration #9: Allow and anticipate questions

Consideration #10: Rehearse possible answers – refer to the questions a research poster should address

Consideration #11: Listen carefully and wait for the person to finish the question

Consideration #12: Restate/rephrase the question, answer the question, and ask if you’ve answered the question
Consideration #13: Consider having handouts
   a. Miniatures of poster
   b. Additional details not included in poster

Consideration #14: Remember to hand out business cards

Consideration #15: If you have a table, put some candy on it to attract visitors
Score: 1- Presenter appears unprepared, unable to convey ideas
    - Presentation is not concise, too much / little information given
    - Inappropriate presentation style

Score: 2- Presenter appears somewhat prepared, attempts to convey ideas
    - Presentation is fairly concise, information usually appropriate
    - Presentation style somewhat appropriate

Score: 3- Presenter shows clear understanding of topics, well prepared
    - Presentation is concise, useful information conveyed
    - Appropriate presentation style

Score: 4- Presenter shows insightful knowledge, easily able to convey ideas
    - Presentation is extremely concise, appropriate information given
    - Presentation style extremely appropriate
Creating a poster using LaTeX:

http://www.astro.gla.ac.uk/users/norman/docs/posters/

Creating a poster using PowerPoint:

http://www.cmer.wsu.edu/~yonge/ce465/poster.pdf
Questions?
OPEN ASSESSMENT

• What did you learn about designing and critiquing research posters?

• What was most valuable or immediately valuable about today’s session?