

Creating Posters

“Poster sessions at conferences and university research fairs provide excellent opportunities for students to show off their work and to discuss their research in an informal setting. While it is important to present good work at a poster session, even the most outstanding research projects will receive little attention if they are not presented well.”¹

The critical thinking, writing, and research skills you learn while writing a research paper will serve you well in your professional career. However, a formal research paper is not always the most effective way to present your research.

There is a cliché that instructs us that “A picture paints 1,000 words.” A poster is a picture of your research and in many circumstances can be an effective way of communicating information.

However, like a blurred image, a poorly constructed poster is not effective.

Elements of an Effective Poster

Title

The title of the poster should be easily identified and readable from four to six feet from your poster.



Cheryl Hawkins, Associate Dean of Liberal Arts
 “The Supreme Court and Judge Sotomayor Symposium”
 Schoolcraft College
 18 June 2009

After interacting with Cheryl Hawkins at various campus events, my students will often tell me that she asks tough questions. This is never a complaint.

Because of the high quality of their research, they are proud to let me know that they were able to answer all of the Dean’s questions and they want to boast to their professor.

I always like to have the Dean attend poster sessions because students don’t always realize just how much they have learned until after they have discussed their research with her.

¹ Cranor, Lorri Faith. “Research Posters 101.” *Crossroads: The ACM Student Magazine*. 3.2 (2004). Web.



Name and Affiliation

Your name and affiliation (e.g. college, class, employer) should be on the poster.

Professional

The poster is pleasant to look at and gives off a professional quality. It is well designed and neat. Colors are well chosen. Fonts are consistent throughout. Posters should be on foam poster boards; not cardboard.

Mechanics and Grammar

The poster is free from grammar and spelling errors.

Graphics

Graphics for the poster are appropriate to the audience and subject. References are provided for all graphics not produced by you.

Accuracy

The material on the poster is accurate. Where appropriate, references are cited.

Correct Formatting

The poster is the correct size for the exhibit.

Suggestion for Success

Be sure to double check the requirements for the poster display in which you are presenting. If certain elements are missing, your poster may be rejected. For example, if the requirements of an exhibit are that you have a three-fold poster and you prepare a flat poster, you might not be allowed to exhibit.

On-Line Resources

- Creating a Poster
<http://www.stevenberg.info/modules/034.html>



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