Helpful Tips for Creating A Successful Research Poster
POSTERS SERVE AS:

• An advertisement of your hard work
• An effective way to communicate your research
• A way to reach people outside of your field

THINK OF IT AS AN ILLUSTRATED ABSTRACT...
FIRST...

IS YOUR ABSTRACT EFFECTIVE?

An abstract can be defined as the summary of the information in your manuscript. It should be written clearly and simply, and provide a brief summary of each of the main sections of the paper.

- State the principle objective and scope of the investigation
- Describe the methods used
- Summarize the results
- State the principal conclusions

HOW DO I GET MONTHS AND YEARS OF RESEARCH ONTO MY POSTER?

- Describe a few major points
- Arouse the reader’s interest to read on
- Limit your text to 250 words in each section
SECOND, START PUTTING TOGETHER YOUR TWO MAIN ELEMENTS.

# 1. Simple, Effective Data Displays
# 2. Small Blocks of Supporting Text

Limit each text block to 250 words. The more concise, the more effective your presentation.
PICK A SOFTWARE PROGRAM

Powerpoint is the easiest, but if you have the time, consider using a true design program.

Microsoft Powerpoint
- Designed for Overhead Projection (so the colors might not look the same when printed...)
- Easy to Use
- Somewhat Inflexible

Adobe Illustrator or InDesign
- Extremely Flexible
- Tons of Options
- More difficult to learn
- What you see is what you get (screen to print)
OK, Let’s Design A Poster!

Title Of The Research Study
PEOPLE WHO DID THE STUDY
UNIVERSITY / INSTITUTION THEY ARE AFFILIATED WITH

Introduction
Hitat ea sum quodi as maion ario. Nequat. Evel modit di omnis nit que pernam rerem de laccus, exces ex endis eos mi, antinveriae voluptasim aut voluptur, tore, acit mos ellor aut aci qui ut inveniscim ut perunto odi Maximinc impo-repudio. Nobissimpos dolectur? Ignihil laboris tiosti beaquis eictotaentiant, a sundit repe nobitaephylate expe vellor.

Methods
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Figure #1
Caption for figure # 1

Figure #2
Caption for figure # 2

Results
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Conclusions
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Bibliography
1. xxxxxxxx xxxxxxxx
2. xxxxxxxx xxxxxxxx
3. xxxxxxxx xxxxxxxx
4. xxxxxxxx xxxxxxxx

Acknowledgements
1. xxxxxxxx xxxxxxxx
2. xxxxxxxx xxxxxxxx
3. xxxxxxxx xxxxxxxx

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PHOTOS

- Save photos as a JPEG or PNG
- Resolution should be between 150-300dpi
- Save line art (graphs) as a PNG
- Web images are often poor resolution - beware!

![High Res JPEG](image1.png) ![Low Res PNG](image2.png)

![High Res JPEG](image3.png) ![Low Res PNG](image4.png)
COLORS

Choosing Colors to Engage Your Readers:

• Pick 2-3, no more!
• Choose a dark type on a light background for body text. Light type on a dark background works ok for titles.
• Be careful with primary colors:
  - Blue on Red appears blurry to the human eye.
  - Red on Blue appears blurry to the human eye.
  - Yellow on White is hard to read.

• Visit a color schemer website such as http://paletton.com/ for color combination ideas.

• Backgrounds: use a solid color or simple background. Avoid putting text directly over a busy image. If you need to, create a white block to house your text, over the background.
FINALIZATION

Print out a draft on letter or tabloid-sized paper.

• Can you read the type?
• Are the colors pleasing?
• Is anything too dark or light?
• Does the information flow in a cohesive way?
• Do the main points stand out?
• Does it look too busy?

Prepare a 3-4 minute verbal explanation that you can recite during research poster sessions / symposia.