

Creating an Effective Poster and Presenting It!

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Associate Dean and Director of Research

College of Agriculture

Sample Purdue Poster Session



Components of a Poster

- **Title**
 - Should convey the issue
- **Abstract**
 - Summary of the poster (short)
- **Introduction**
 - Background information to get your viewer interested
 - Include **hypothesis**/research question
- **Materials and Methods**
 - Describe what you did

Components of a Poster

- **Results**
 - Figures or Tables
- **Summary/Conclusions**
 - Summarize the major points
 - Answer your hypothesis
- **Literature Cited**
 - Include the journals you referenced in poster
- **Acknowledgements**
 - Include people that you would like to thank
Include sponsors (funding source- ARP?)

Poster Preparation

- **Text**

- Consistency
- Spelling
- To border or not

- **Images; Data graphs and tables**

- Tell a story
- Captions and legends
- Tie in to text

- **Flow together**

- **Use white space for visual appeal**

Points to Remember

- Look and feel
- Size
- 3-foot rule
- Grab attention
 - Eye catching
 - Pleasing
- **Fonts**
 - Sans Serif: Arial, Comic Sans MS, Helvetica, etc.
 - Title: No larger than 80-point
 - Text: No smaller than 24-32-point
 - Colors - remember color blind

This is the Title of Your Presentation

**Student's Firstname Lastname¹, Professor's Firstname Lastname², Other
mentor's Firstname Lastname³**

¹Give affiliation here, such as department address or home address, including email address

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What is good about this figure?

- Easy to read
- Has a key

What is missing?

- Y Axis label
- Figure legend or title
- Statistics

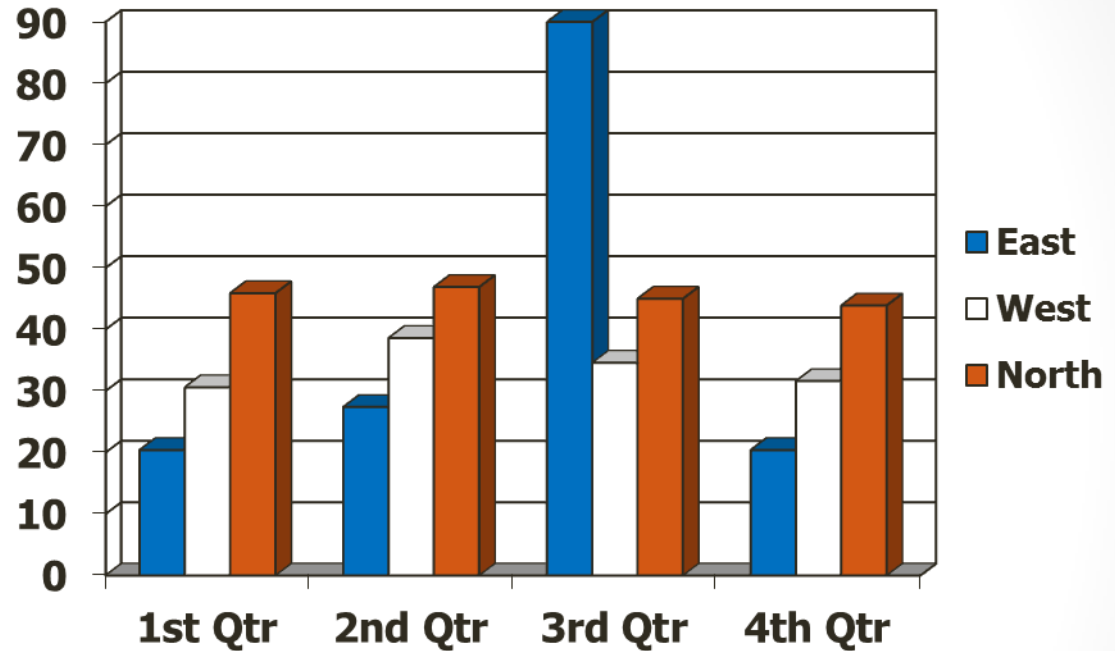
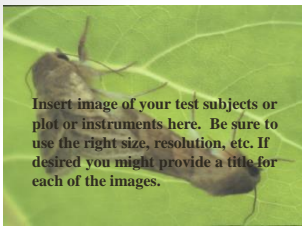


Figure 1.

Putting it all together



Insert image of your test subjects or plot or instruments here. Be sure to use the right size, resolution, etc. If desired you might provide a title for each of the images.

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Abstrect:

Give a short summary of your project here. Typically, one would describe what was the main objective of the work, what was done, procedures used, and significant results. This section should have about 75 to 100 words.

Results:
In this section, you might describe some results and include discussion

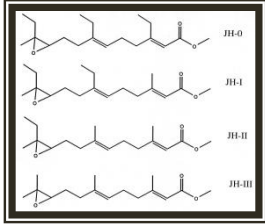


Figure 1: This is the title for this figure.



Results/Conclusions:
In this section, provide in the form of a narrative the results from your study, and also discuss the significance of the findings, and finally your conclusions about how it contributes to the overall knowledge of the specific topic your research is addressing.
Note that some scientists like to use bulleted statements for this section as well. Use the style that serves your purpose.

Introduction:
In this section you should introduce the topic of your research, provide a short review of what is known and what is not. And finally the specific hypothesis being tested and objectives of the study. This section should be made up of approximately 125-150 words.

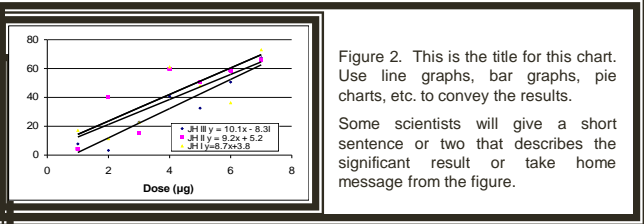
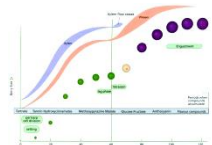


Figure 2. This is the title for this chart. Use line graphs, bar graphs, pie charts, etc. to convey the results.
Some scientists will give a short sentence or two that describes the significant result or take home message from the figure.



Sometimes, scientists might provide an image or a graph or previous research done in their laboratories - but these images must be something that adds to the text.

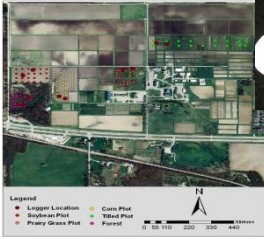


Figure 3: This is the title for this figure.
Figure 4: This is the title for this figure.

Procedures: Some might say "Materials and Methods"
In this section provide information on the test subjects, materials, procedures used, statistical methods used to interpret the results, etc. Some scientists will use a narrative, while others might use bulleted points.
In this section, images can be used effectively to convey information about the test subjects, maybe a picture of a cow being fed a feed or a field plot or an instrument. If you use these, be sure to provide the figure number and title.

Table 1: This table lists information about the results of the experiments. You may add multiple tables and graphs depending on the data you wish to present. Some scientists will give a short sentence or two that describes the significant result or take home message from the table.

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Dancy K. G. 1983. Hormonal integration governing the ovary. Pg. 251-253. In *Endocrinology of Insects*. Roger G. H., and H. Laufer, eds. Alan R. Liss, Inc., New York, New York.

Chapman, R. F. 2005. *The Insects: Structure and Function*. Harvard University Press, Cambridge, MA. pp. 880.

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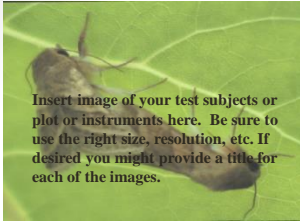
Shu, S., Y. I. Park, S. B. Ramaswamy, and A. Srinivasan. 1998. Temporal profiles of hemolymph juvenile hormone titers and egg production in virgin and mated females of *Pseudaletia unipuncta* (Noctuidae). *J. Insect Physiol.* 44: 1111-1117.

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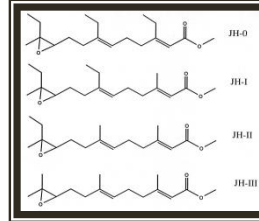


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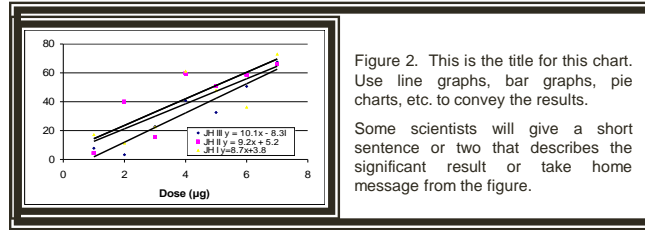


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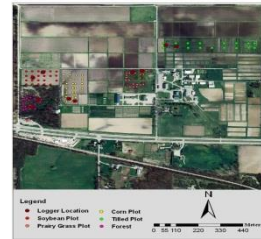


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Poster templates

- http://www.posterpresentations.com/html/free_poster_templates.html
- <http://www.makesigns.com/tutorials/>
- <http://www.genigraphics.com/templates/default.asp>
- <http://www.personal.psu.edu/drs18/postershow/>
- <http://www.studentposters.co.uk/templates.html>
- Poster Printing
 - Work with your faculty mentor
 - Many departments have large printers that can be used by faculty and students

Communicating the Content

No longer than 5 minutes

- Brief introduction
- State your hypothesis/problem
- Tell the story
- Discuss the methods used
- Discuss your data and the interpretation
 - Describe what your figures/tables show
- Summarize the findings
- Consider results/alternatives
- Indicate when you are speculating
- Respond to questions -You can say “I do not know”

Presenting Your Poster

- Be professional
 - Appropriate dress/courteous/professional behavior
 - Correct grammar
- Communicate
 - Make eye contact
 - Present in an engaging, enthusiastic manner
 - Speak clearly
- Tell a story with your poster
- Be prepared to answer questions
- **PRACTICE**