Creating an Effective Poster and Presenting It!

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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 Lastname\textsuperscript{1}, Professor’s Firstname Lastname\textsuperscript{2}, Other mentor’s Firstname Lastname\textsuperscript{3}

\textsuperscript{1}Give affiliation here, such as department address or home address, including email address
\textsuperscript{2}Give affiliation here, such as department address or home address, including email address
\textsuperscript{3}Give affiliation here, such as department address or home address, including email address
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
Abstract:

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.

Introduction:

In this section you should introduce the topic of your research. You might describe some related literature, stating what is known and what is not. Acknowledging the contributions of others is always a good idea. Finally, you should present the specific hypothesis being tested and provide objectives of the study. This section should be made up of approximately 125-150 words.

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

Procedures: Some might say “Materials and Methods”

In this section provide information on the tests 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.

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

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.

Results/Conclusions:

In this section, again in the form of a report, you describe the results (how your study, and also discuss the significance of the findings, and make your conclusions about how it contributes to the overall body of knowledge on the subject. More than likely, you'll include a table, a graph, or perhaps a photograph or any other figure to support your conclusions. Use the style that suits your purpose.

Acknowledgements:

In this section, you might thank people who helped you with the project. Also, you might acknowledge funding that made this study possible, such as the funds from the ARP scholarship and your mentor might have provided additional funds through one of his/her grants.
Abstract:
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.

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.

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.

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 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.

References:
This section should list the references you have used for the study. Note that you should not just include a list of references unless you have actually included the citations in the Introduction or Procedures or Discussion sections above. Below I have given a few citations of publications as book chapters, books, and journal articles. Note that each discipline has its own style. Speak to your mentor about the appropriate style to use.


Acknowledgements:
In this section, you might thank people who helped you with the project. Also, you might acknowledge funding that made this study possible, such as the funds from the ARP scholarship and your mentor might have provided additional funds through one of his/her grants.
Poster templates

- [http://www.personal.psu.edu/drs18/postershow/](http://www.personal.psu.edu/drs18/postershow/)
- [http://www.studentposters.co.uk/templates.html](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**