**How to Create a Research Poster**

***Purpose***

* To summarize your research
* To present it in a way that provides enough information to evoke a discussion
* To present your research and findings to others

***Content***

**(Insert Poster Template Link) (ppt)**

* *Title:* Clear and catchy statement that explains your research project
* *Authors:* Your name, faculty advisor’s name, name of collaborators
* *Introduction:* Purpose, background information
* *Materials & Methods:* Experimental equipment and procedure
* *Results:* Qualitative and quantitative results
* *Conclusion:* Reiterate main points, state relevance of your findings
* *Acknowledgments:* Thankindividuals who contributed, funded

***Tips***

* Do not use too many words (try for 800 words). Your poster should be able to be completely read in 5-10 minutes
* Create a logical visual flow
* Minimize use of colors, use only 2-3 different colors
* Maximize contrast for font and background. Use a dark font on a light background or vice versa
* Choose easily readable sizes and styles such as Helvetica for titles and a serif font for body text
* Avoid large blocks of text. Instead use bullet points, key words and subheadings
* Keep graphs that are simple, visually easy to understand, and accurately display your data

***Using PowerPoint to Create a Poster***

* Creating a Poster Using PowerPoint 2013, North Dakota State University Technology Learning & Media Center. This PDF gives a guide on creating a poster using PowerPoint. (ppt)

***External Sources***

* Strong Poster Presentation Examples, University of Texas (Varying Disciplines)
* [Designing Conference Posters](http://colinpurrington.com/tips/poster-design), Colin Purrington blog, Swarthmore College
* Guide to Designing & Printing a Research Poster, Dartmouth College (pdf)
* [Guide to Creating Research Posters](https://www.utexas.edu/ugs/our/poster), The University of Texas at Austin
* Characteristics of an Effective Poster, Deborah A Sleight, PhD, Office of Medical Education Research and Development, College of Human Medicine, Michigan State University (pdf)
* Undergraduate Research Guide: Tips for Poster Presentations, Mount Royal University Library
* Tips for Designing an Effective Poster, University of Kentucky (pdf)
* How to Create a Research Poster, University of Kentucky (ppt)

**Specifics for Disciplines**

**STEM**

*Tips*

* Should contain all elements of a good research paper
* Should have 20% text, 40% figures, 40% space
* Use sans serif fonts
* Generally use bullet points
* Use color to define relationships but do not over use color
* Label and add brief captions to figures
* Make sure images are high enough resolution to be enlarged

*Sources*

* Tips for Making Scientific Posters, University of Illinois at Urbana-Champaign (pdf)

**Social Sciences**

*Tips*

* Follow APA guidelines
* Identify what is being studies, how you studied it, and what the variables are
* Identify your hypothesis
* State your findings
* Use graphics/ visuals (but only when necessary): Tables, charts, pictures, and graphs
* Organize materials either in a columnar or counterclockwise fashion
* Limit color use to 2-3 colors

*Sources*

* (Insert social science ppt) Developing Poster Presentations in Social Sciences, George Mason University Writing Center
* Social Science Poster Guidelines, UCLA (pdf)

**Humanities and Arts**

*Tips*

* Use both image and word: be sure to use visually appealing images that are also relevant to your topic
* Don’t overuse text: Arts and Humanities disciplines are heavily text oriented but you need to make sure to be concise and have an overall word count of 1000
* Divide text: Make sure you do not have large chunks of text
* Use white space: utilize the white space so your readers do not feel they are being overloaded with text
* Use color: Use color but make sure to mostly use light colors which are more inviting.
* User spatial Arrangement: read left to right and top to bottom
* Stay consistent: Keep text boxes, margins, and other components consistent throughout the poster

*Sources*

* [Design Tips for Creating an Arts and Humanities Poster](https://rgettatwestern.wordpress.com/2013/02/21/design-tips-for-creating-arts-and-humanities-poster/), Mark McDayter (Feb 21, 2013)
* Designing a Research Poster for the Humanities/Social Sciences, Elizabeth Tobey (2015), Maryland Center for Undergraduate Research (ppt)