**2017 SRC Workshop**

**How to Make a Poster**

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**What is a research poster?**

* Widely used in the academic community (often a significant part of conference programs)
* Summarize information or research concisely and attractively to help publicize it and generate discussion.
* The poster:
  + A mixture of text, tables, graphs, pictures etc.
* **Goal: To communicate your message quickly and effectively**

**What makes a good poster?**

**Goal: To communicate your message quickly and effectively**

* **No single recipe for success.** There aremany creative ways to display and convey information pictorially
* Consult Poster Guidelines provided by the meeting organizers (e.g. Kentucky Academy of Science, The American Society for Microbiology and other professional societies post guidelines for presentations)
* Know your audience so that you can communicate to them most effectively.
  + Who attends the WKU student research conference?
  + Research how your poster will be evaluated (what are the judging criteria?)
* Title: short and draws interest
  + Creativity is good (but avoid being too cute)
  + Large font. Bold. DO NOT USE ALL CAPS
* Text: Large enough to be read from 5 feet away.
* Organize the poster in a way that leads the viewer through the display.
* Make illustrations simple and bold.
* The display should be self-explanatory
* Text is clear and to the point
* Use bullets, numbering, and headlines….make it easy to read
* Effective use of graphics, color and fonts
* Be consistent. Avoid changing fonts and font size un-necessarily
* COLOR: A neutral colored poster is more pleasing to the eye than a bright colored background. Avoid busy backgrounds and incompatible color combinations.
* Organize and eliminate distracting visual noise.
* Include acknowledgments, your name and institutional affiliation

**Where do I begin?**

* Identify the most important/interesting finding of your research project.
* Decide how to share your research with conference attendees. Determine if you should use charts, graphs, photos or other images.
* Formulate and practice a talk that will complement your poster (identify the “talking points”)
* Planning and more planning followed by revision and more revision

**What software can I use to make a poster?**

* Many options are available
* PowerPoint, Adobe Illustrator, Photoshop, etc.
* Use online resources (e.g. templates)

**Online resources:**

NC State’s "Creating Effective Poster Presentations”

http://www.ncsu.edu/project/posters/

Excellent resource with examples!

The PowerPoint used in Dr. King’s presentation is located at:

http://guides.library.cornell.edu/poster (entitled “Poster making at Mann”) but everything you need is on this handout or can be easily accessed from the online resources listed here.

Colin Purrington’s "Advice on Designing Scientific Posters“

http://colinpurrington.com/tips/academic/posterdesign

How to create a research poster (NYU)

http://guides.nyu.edu/posters

Ten simple rules for a good poster presentation

https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1876493/

Designing communications for a poster fair (Penn State)

http://www.personal.psu.edu/drs18/postershow/#layout

Cornell Center for Materials Research

http://hsp.berkeley.edu/sites/default/files/ScientificPosters.pdf

A resource for improving poster presentations:

http://betterposters.blogspot.com/2011/04/critique-breast-cancer-inhibition.html

http://betterposters.blogspot.com/

**Questions?**

Consult the SRC website. If you cannot find the answer to your question on the website, you may email your question to the Student Research Council (student.research@wku.edu)

Consult with your advisor

Get feedback from your friends