COMMUNICATING YOUR RESEARCH AND RESULTS
THROUGH A POSTER PRESENTATION

A visitor to a poster does not want to read it, but to inspect it. Thus, the key to creating an effective poster presentation is visual simplicity achieved without loss of information content.
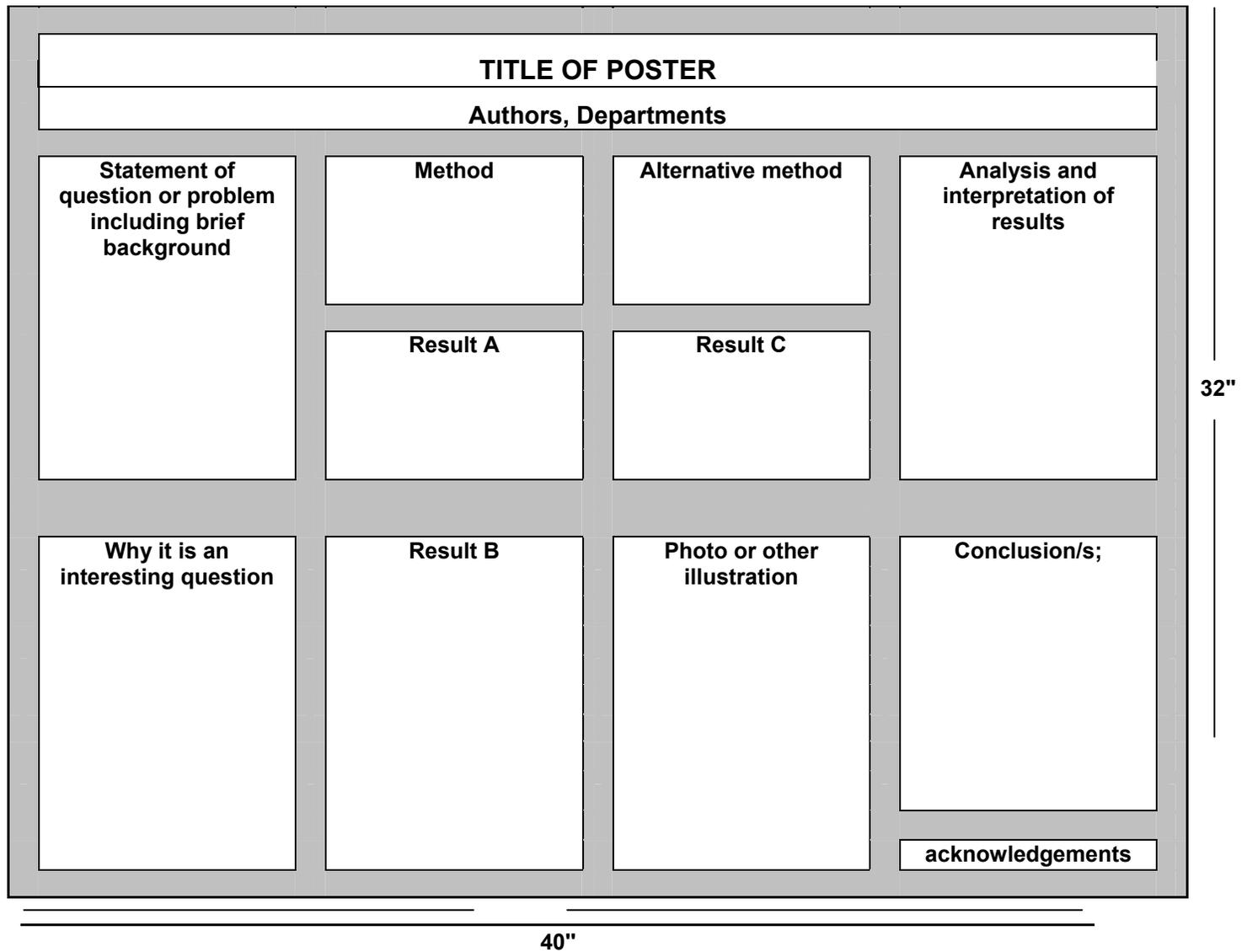
- Make the title descriptive.
- Provide a <u>brief</u> abstract to orient the viewer.
    - Note that the printed program for Visible Thinking will contain each presenter's abstract, but the poster should also display the same or updated text.
- Plan a story for the viewer:
    - the context - what, why, how
    - the results and analysis
    - the importance of the results
- Use telegraphic language and bulleted outlines.
    Construct easy-to-interpret graphs and tables for information and
- comparisons and/or include a visual image to illustrate your project and/or results.
- Make it easy for the viewer to determine the flow of information.

Visible Thinking will provide 32" x 40" foam core boards on which you can pin individual printed components of the poster or clip a pre-printed or pre-assembled poster board. They may be used in landscape or portrait orientation. If you would like to pre-assemble your poster before the day of Visible Thinking, you may purchase slightly smaller cardboard backing with a blue or white finish at the Duke Bookstore. These trifold boards are easier to transport and will fit on the easels provided.
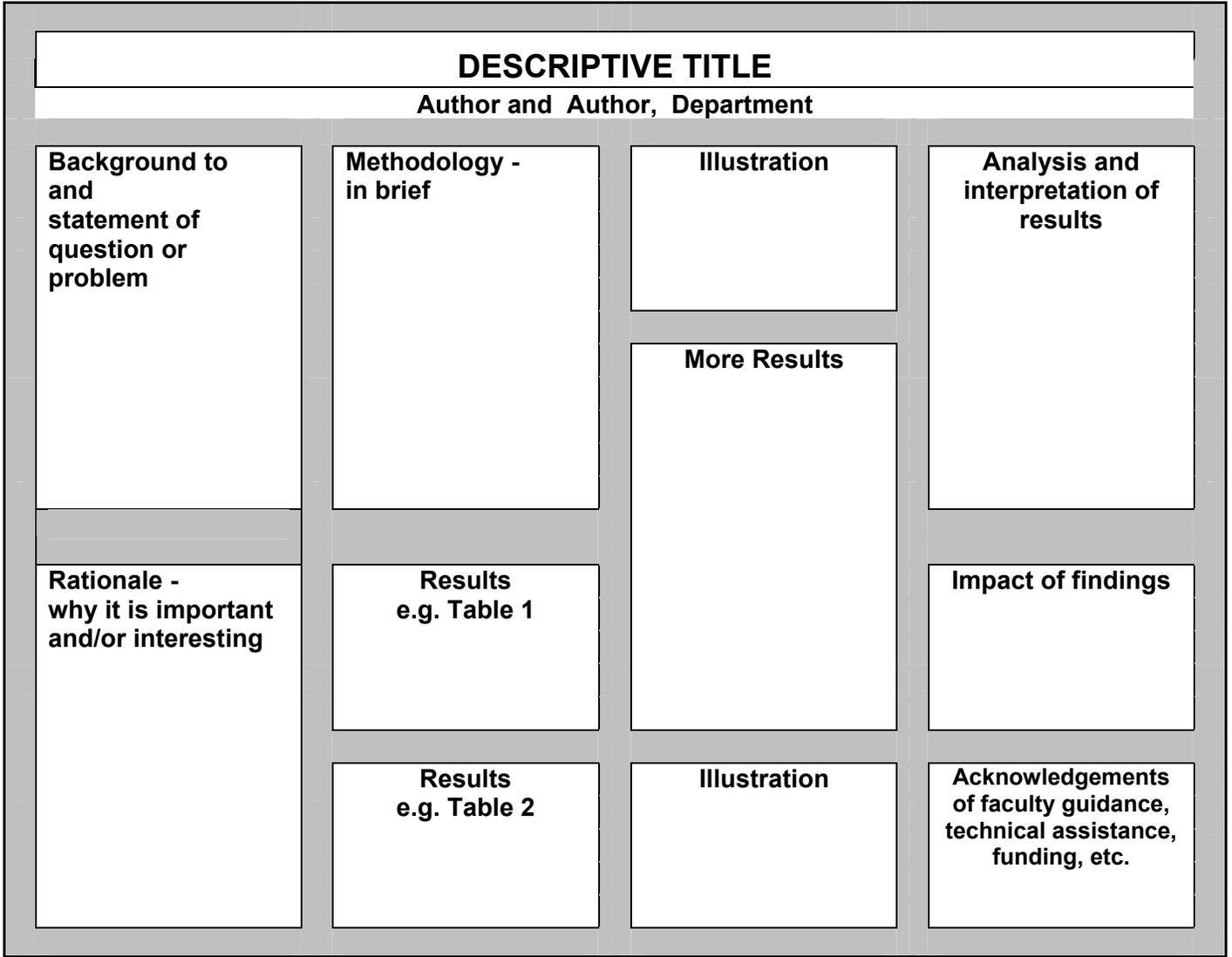
 See the four examples for 32 x 40" poster designs below.

Poster sessions have become a significant communication style for presenting research results in professional association meetings in all disciplines of the natural and social sciences. Visitors to poster sessions see and hear more presentations than in the equivalent time dedicated to presented papers; moreover, the opportunity for close conversation between presenter and visitor is one of the most important ways that information can be shared among scholars.

Examples of poster lay outs – for printed or assembled posters

TITLE OF POSTER
Authors, Departments

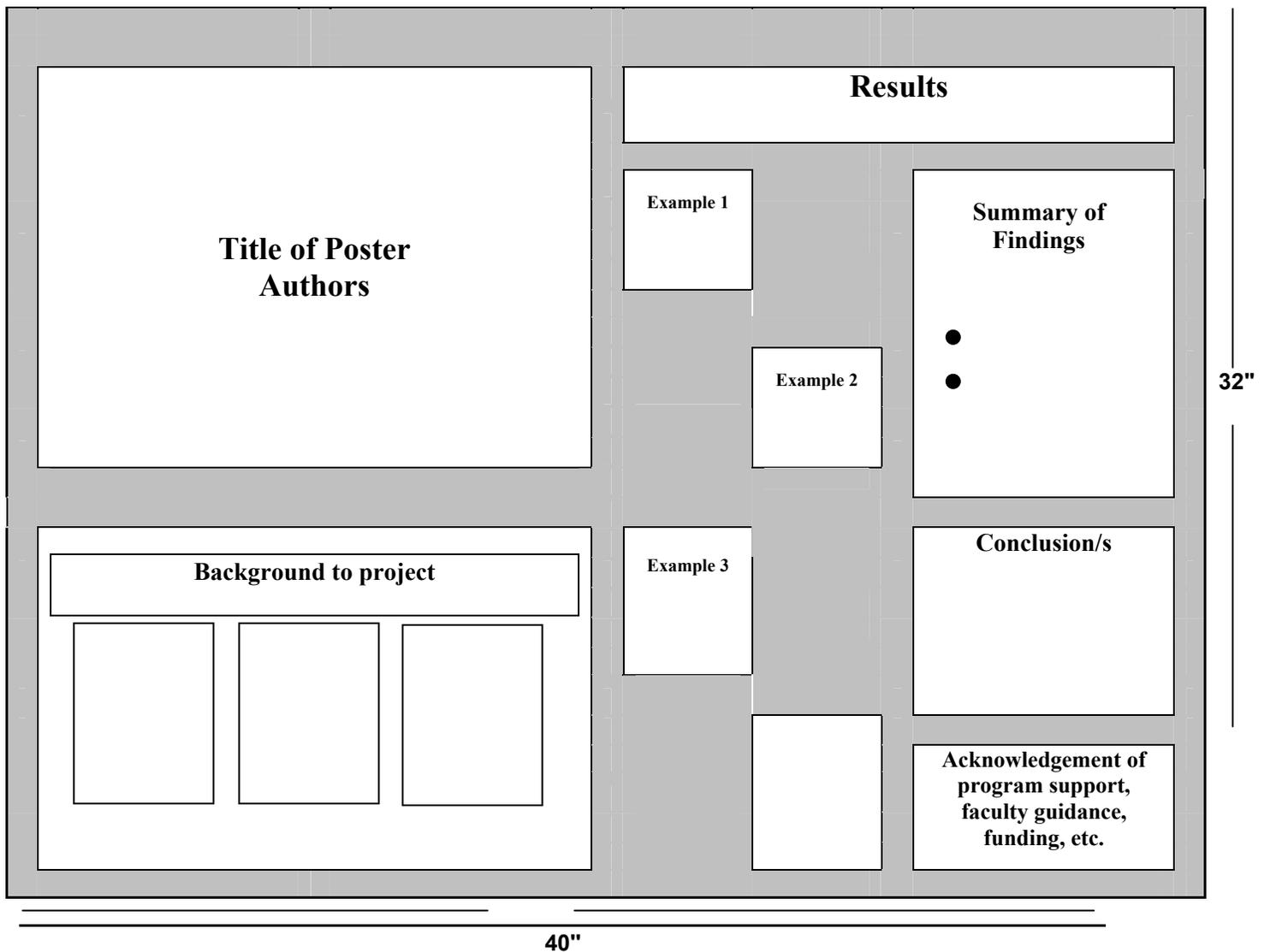|			
Statement of question or problem including brief background	**Method**	**Alternative method**	**Analysis and interpretation of results**
	Result A	**Result C**	
Why it is an interesting question	**Result B**	**Photo or other illustration**	**Conclusion/s;**
			acknowledgements

32"

40"

One of the simplest arrangements for a poster display. The 32 x 40" poster board accepts eight 8.5x11" printed sheets (or equivalents) plus a banner title.

DESCRIPTIVE TITLE

Author and Author, Department

Background to and statement of question or problem

Rationale - why it is important and/or interesting

Methodology - in brief

Results e.g. Table 1

Results e.g. Table 2

Illustration

More Results

Illustration

Analysis and interpretation of results

Impact of findings

Acknowledgements of faculty guidance, technical assistance, funding, etc.
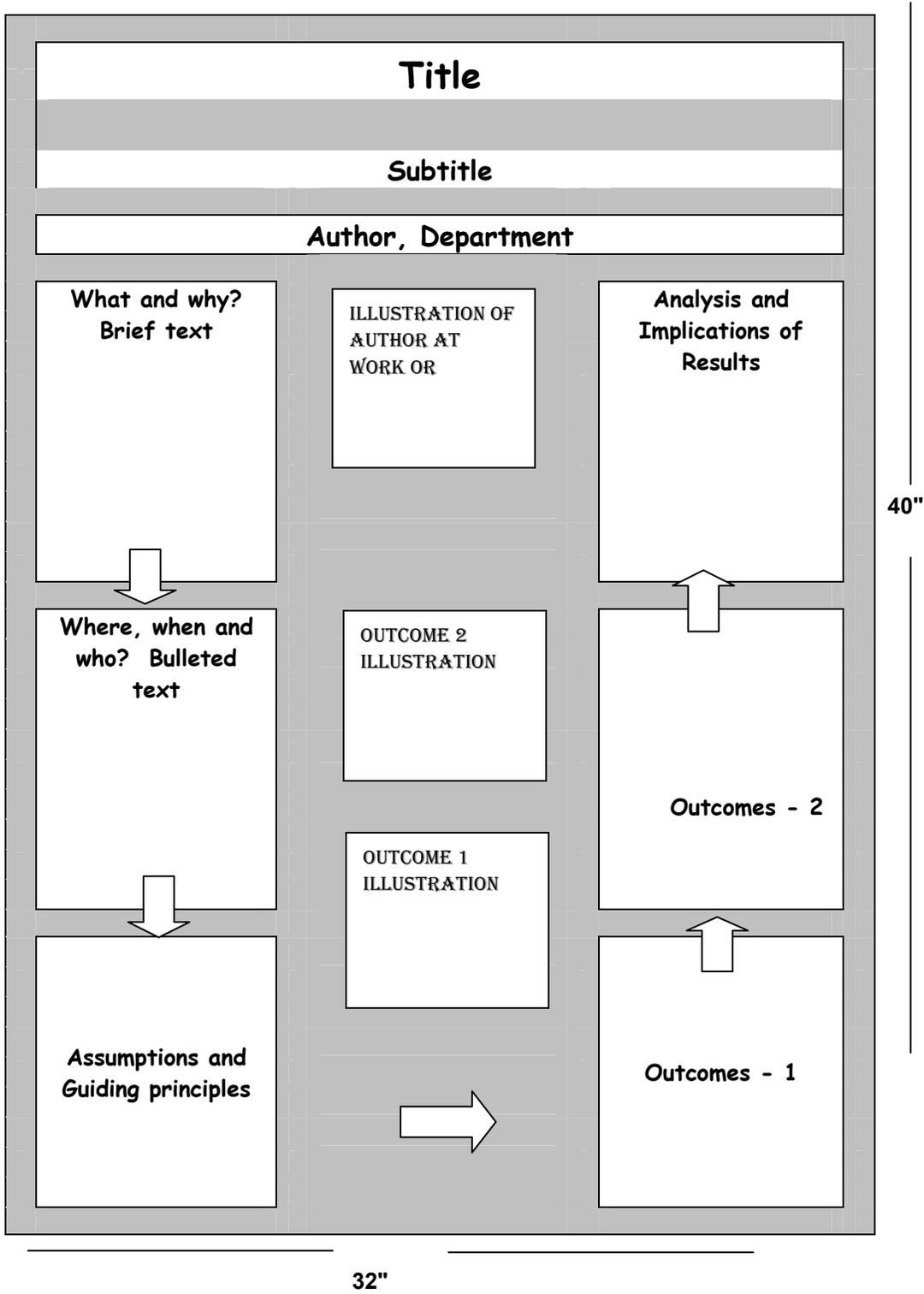
32"

40"

Variation of simple poster format. The most common problem in fitting the poster elements to the board size is printing a title that is too broad and/or too high for the space.

Results

**Title of Poster
Authors**

Example 1

Example 2

**Summary of
Findings**

●

●

32"

Background to project

Example 3

Conclusion/s

**Acknowledgement of
program support,
faculty guidance,
funding, etc.**

40"

A complicated arrangement, but one which might work well when multiple small items such as photographs will be displayed. Such a poster works best when it is at least partially pre-assembled on poster board (thin cardboard) which can be pinned or clipped to the hard board backings available during set-up.

Title

Subtitle

Author, Department

What and why? Brief text

ILLUSTRATION OF AUTHOR AT WORK OR

Analysis and Implications of Results

Where, when and who? Bulleted text

OUTCOME 2 ILLUSTRATION

Outcomes - 2

OUTCOME 1 ILLUSTRATION

Assumptions and Guiding principles

Outcomes - 1

40"

32"

A vertical option. Poster boards will work in both orientations. Note the arrows indicating flow of information.