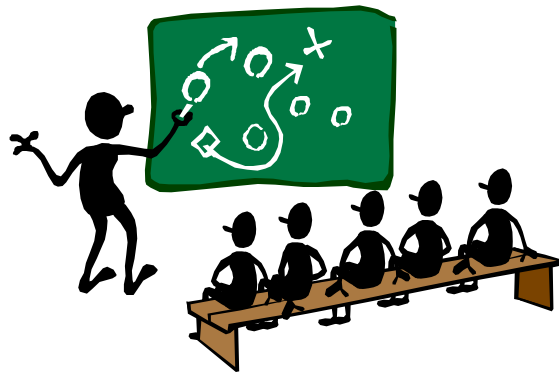


6<sup>th</sup> Annual Graduate Student  
Recognition Ceremony  
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*Creating an Effective Poster  
Presentation*



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## **Background**

Poster sessions provide us with a great opportunity to interact, inform and develop networks of people with similar interests. It is one of several ways that scholars and professionals communicate their work. Often seen as a simple communication tool, poster sessions are far from simple if done effectively. They are more than gluing graphics and tables to a piece of cardboard. The purpose of this session is to actively work through the development of your poster session so that it is effective in communicating your desired message and facilitating the functions of informing the viewer, stimulating interaction and network development.



## **Objectives**

At the conclusion of this session, the participant will be able to:

1. Describe the process of poster development,
2. List the elements of an effective poster,
3. Begin the development of their poster, using the strategies and tools provided in the workshop.

## Poster Development Process and Strategies

<b>Conceptualization and RFP</b>	<ul style="list-style-type: none"><li>• Identify material that you want to communicate in a poster session</li><li>• Identify audience</li><li>• Submit proposal</li></ul>
<b>Acceptance</b>	<ul style="list-style-type: none"><li>• Review acceptance and poster requirement</li></ul>
<b>Development</b>	<ul style="list-style-type: none"><li>• Outline your poster</li><li>• Collect materials with two goals in mind:<ul style="list-style-type: none"><li>○ Selections are visually powerful</li><li>○ Selections are information dense</li></ul></li><li>• Experiment with visual layout</li><li>• Put a prototype together</li><li>• Decide on printing option</li></ul>
<b>Review</b>	<ul style="list-style-type: none"><li>• Find a critic</li><li>• Make adjustments</li></ul>
<b>Final Steps</b>	<ul style="list-style-type: none"><li>• Proof poster before final printing</li><li>• Create handout</li><li>• Determine setup/takedown process</li></ul>
<b>Post-event Review</b>	<ul style="list-style-type: none"><li>• Evaluate the benefits/opportunities to improve from this audience and version</li><li>• Record your thoughts and other's comments for future use</li><li>• Take a picture of your poster so that you can easily recall how it was organized</li></ul>

## Elements of an Effective Poster

- ☞ Title
- ☞ Author(s)
- ☞ Affiliation
- ☞ Abstract
- ☞ Introduction
- ☞ Problem
- ☞ Methods
- ☞ Results
- ☞ Conclusions
- ☞ Acknowledgements
- ☞ References
- ☞ AUDIENCE

## **Organization and Layout**

### ☞ General Appearance

- Use of white space
- Professional look

### ☞ Size

- Amount of material
- Elements are balanced in size and appearance

### ☞ Flow of material

- Logic
- Use of color, fonts, position

### ☞ Fonts

- Readability
- Cueing

### ☞ Color

- Transparency
- Cueing

### ☞ Aesthetic Considerations

- Context
- Audience management

### ☞ Handouts

- Executive summary
- Contact information

## **Additional Resource**

The Teaching and Support Services at the University of Guelph has developed an excellent resource that takes you through the process of Effective Poster design step by step. I would highly recommend printing the .pdf file and using it to think through the technical aspects of your poster design.

URL: <http://www.tss.uoguelph.ca/Tguides/EPDfinal.pdf>