

Purpose

Research Posters are used to:

- Exchange information between researchers and others
- Provide guidance for preparing a manuscript
- Draw attention quickly
- Contain the basics of the project presented
- Function in a stand-alone and/or accompanied session



Format

- Size is based on specifications set by conference organizers
- Size proportionally to design
- Maximum of five points or short sentences per section
- Organize from top to bottom, left to right, in three or four columns

Design

Techniques for design:

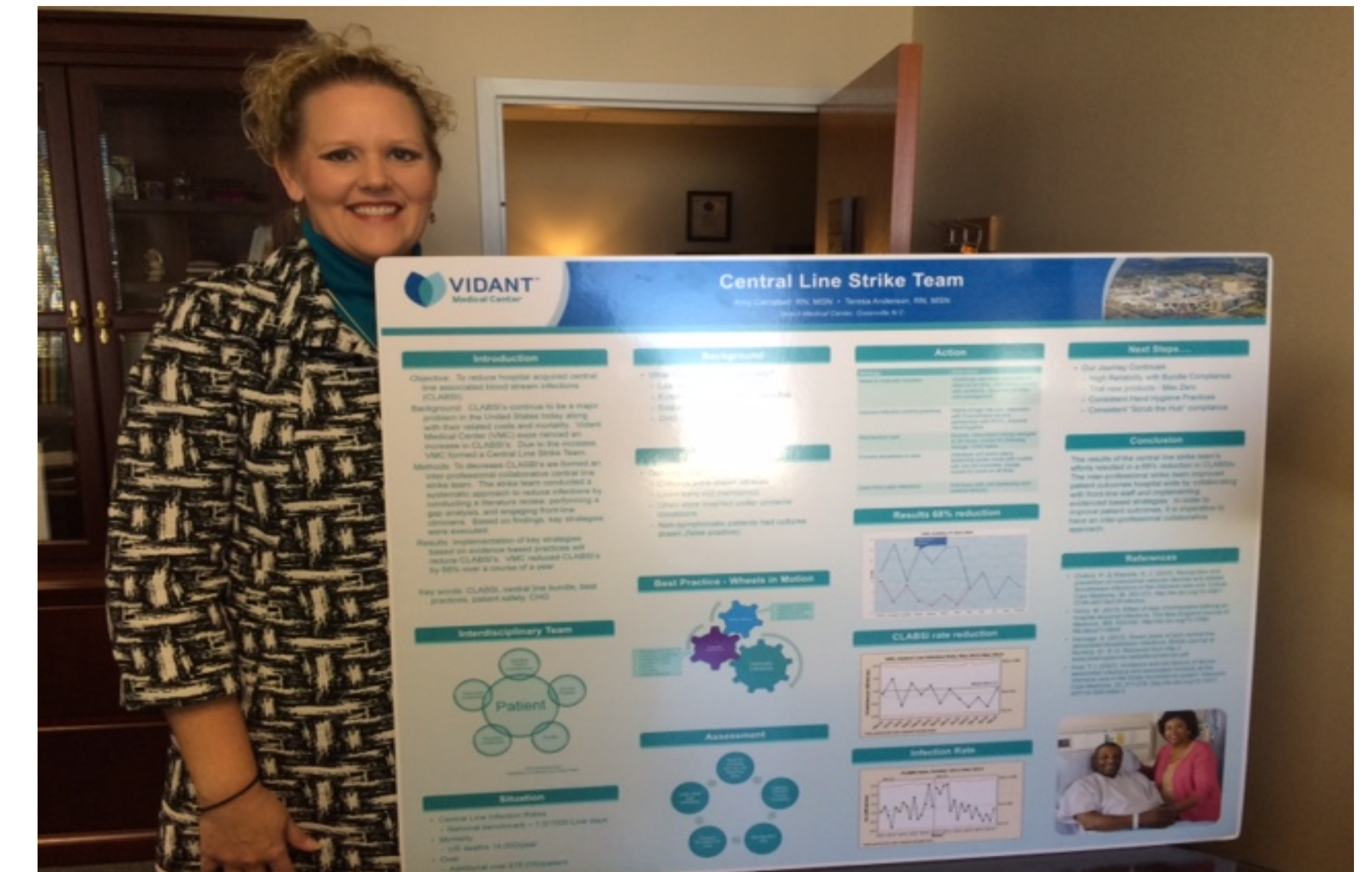
- Design may be controlled by conference organizer
- Landscape view is traditional poster format
- Utilize lighter colors for backgrounds and darker colors for emphasis
- Font sizes should be large in the title
- Font size should be smaller in the body of the poster

Content

- Content should be brief
- Include:
 - *Title*
 - *Overview*
 - *Background*
 - *Objectives*
 - *Body*
 - *Conclusion*
 - *Recommendations*
 - *Acknowledgements*



Example



Warning

- Respect copyright
- Ensure poster is readable at a distance of 4 feet
- Set the page size properly before beginning to design a poster
- More color equals greater cost
- Watch pixilation of pictures for adequacy and consistency

Conclusions

- Summarize the key points and objectives on the poster presentation
- Offers viewers opportunities to ask for more explanation and detail
- Make contact information available to viewers
- Provide business cards
- Provide handouts with greater detail on the topic

Suggested resources:

Butz, A.M., Kohr, L., Jones, D. (2004). Developing a successful poster. *Journal of Pediatric Health Care*, 18(1), 45-48.

McKeel, T. (November 11, 2014). Poster and podium presentation of your research. Office of research & creative activities. College of Nursing, East Carolina University. Greenville, NC