How to Build Posters that Judging Committee Will Love

Guck Ooi
Professor, Biology

Anjeanette Oberg
Assoc. Professor, Psychology

Oct. 13, 2023

1

What is a poster?

- A succinct and attractive way to showcase your research project
- A hybrid communication system
  - Visual description
  - Oral summary
- A way to convey to audience
  - What you did
  - What you found

2

Features of a poster?

- Informative
  - Key features
    - *Title*
    - *Text*
    - *Graphics*
    - *Whitespaces*
- Visuals
  - Layout, flow and colors which affect the order and styles of these features

3

Know your audience

- Who are your audience?
- Poster audience
  - Not captive
  - Have to attract readers
  - Reader directs the focus

4

Before you start making your poster

- Create storyboard plan
  - Decide on take-away message
  - Try to keep story simple
  - Decide on what data to present and how to present them
  - Use image-driven information
- Scripting of your content
  - Use word processor program
  - Check word count, spelling, typo and grammar

5

Essential poster contents

- Headings
  - *Title*
  - *Authors*
  - *Affiliations*
- Abstract/Introduction
- Methodology
- Results
- Conclusion
- Acknowledgement
- Reference

6

Essential poster contents - *Headings*

- **Title**
  - Most important element
  - Clear, bold and succinct to grab the reader's attention
  - Largest font size of the entire poster
- **Authors**
  - Include everyone who contributed
- **Affiliations**
  - Should come directly under authors
  - Indicate organizations represented by the authors
  - Place where research took place
  - Contact details

7

Essential poster contents - *Introduction*

- **Abstract** - *optional*
  - Precise summary of the work
  - One paragraph long
- **Introduction** – *a logical lead-in to the work*
  - Background information that establishes the framework for the work
  - Clearly identifies the purpose of the work
  - Provides rationale to your aims
  - Last paragraph of the introduction is also a logical place to state the aims of your study
- **Aims/Objectives/Questions/Hypothesis**

8

Essential poster contents - *Method*

- **Method/Experimental Procedures**
  - Describes how you carry out your study
  - Only basic essentials needed to understand your study
  - Use flow chart or graphics if possible

9

Essential poster contents - *Results*

- **Results** – *what you discovered in your study*
  - Not the raw data you collected
  - Calculated and analyzed values that you have distilled from the collected data
  - Properly and logically organized
  - Only results pertinent to the stated hypothesis should be shown
  - Illustrate results in tables and graphs whenever possible
  - Graphs and tables must be clearly labeled and described

10

Essential poster contents - *Conclusion*

- **Conclusion/Summary**
  - Interpretation of your results
  - State the take-home message of your study
  - Must derive directly from the results section and answer solely what has been initially proposed
  - Obvious confounders and limitations should be acknowledged
  - Key improvements as well as potential for project expansion should also be considered

11

Essential poster contents - *Endings*

- **Acknowledgements**
  - List peoples who helped with the project
  - Demonstrate your integrity as a researcher
- **References**
  - Only cite key references integral to your study
  - References are wordy and space consuming
    - can use a smaller font to the main body text

12

What is a good poster?

- Visually appealing & easily readable
  - Title is clear, concise and interesting
  - Consistent and intuitive layout
  - Effective use of graphics, color and fonts
- Originality
  - Novel experimental design, ideas, findings, and conclusion
- Scholarly content, knowledge, and presentation
  - Contextual framework for your research
  - Meaningful, relevant, and critical analysis of results
  - Reiterate your take-home message

13

Thanks!

Any questions?

guck.ooi@cerrocoso.edu

aoberg@msjc.edu

Good luck with your posters!

HTCC HONORS TRANSFER Council of California

Oct. 13, 2023

14