

CST Undergraduate Research Symposium: Poster & Presentation Prep

September 7, 2022



College of Science
and Technology

Agenda

- Why participate in a symposium?
- What's the difference? Poster or Verbal Presentation?
- Content & Getting Started
- Verbal Presentation & Poster: Specs & Tips
- Day of Symposium
- Q&A

Why
Participate in
the CST
Undergrad
Research
Symposium?

1. Tell your research story
2. Get feedback/critique
3. Network

Ps. looks good on your résumé too

Poster or Presentation?

- First: Consult your Principal Investigator
 - Do you have permission to present the research
 - Ask for advice/recommendation
- “The primary difference between poster and oral presentations is that **you should try to let a poster do most of the 'talking' for you.**” UWLAX.edu
- Verbal – 10 minutes
- Poster – 3-5 mins per “visitor”

Getting Started

True For Both: Poster & Verbal Presentations

- Your poster or presentation tells a story
- Summary of your research
 - What you did – why you did it – what you learned

Ask yourself...

- If a person is going to remember only one idea about your work, what do you want that idea to be?
- Your answer is your theme



Scientific problem

What is the question?



Significance

Why do we care?



How your experiment addresses the problem

What was your strategy?



The experiment performed

What did you actually do?



The results obtained

What did you actually find?



The conclusion

What do you think it all means?



Future

Where do you go from here?

Outline

Content

- Title – *10 words or less*
- Collaborators/Affiliation – *TU, LKSOM, etc.*
- Abstract/Introduction – *poster: 150 words or less*
- Research Question
- Materials, Approach, Process, Methods
- Results – *Did your experiment work? Qualitative and Quantitative results – largest section*
- Conclusion - *Why outcome is interesting - Future Plans?*
- Acknowledgements – *Funding Source - URP*
- Contact Information

- Title – *10 words or less*
 - Snappy, but nothing too cute
 - Highlight the subject matter
 - Does not need to be paper title
 - Be mindful of jargon & acronyms

Title

Verbal Presentation Specs

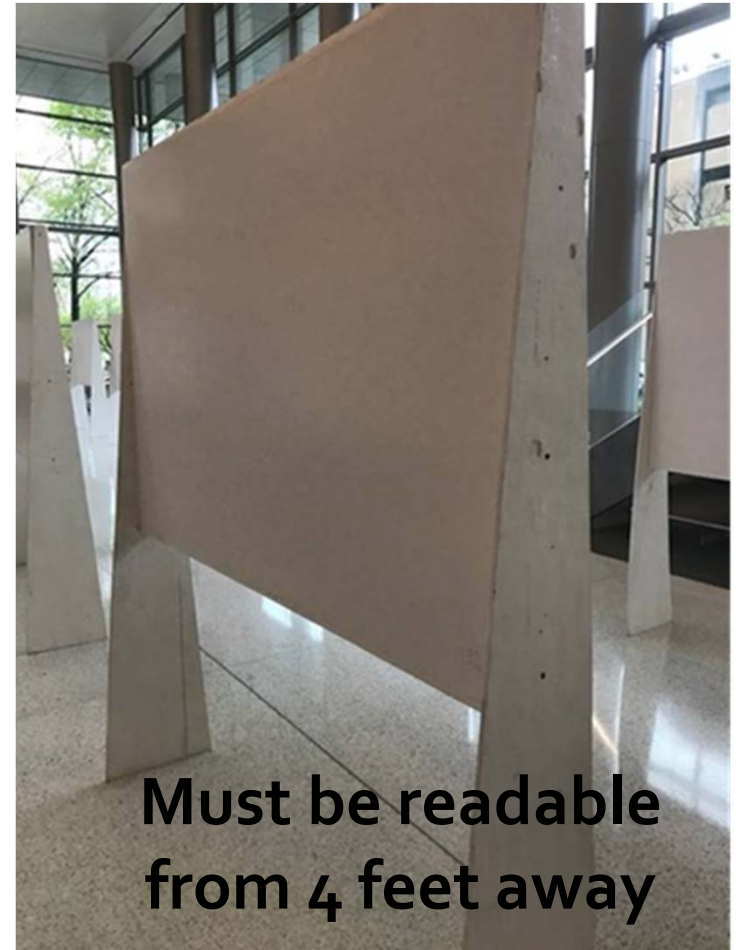
- All presentations are uploaded in advance of the talks
- Time: 10 minutes
 - Q&A is included in allotted time
- PowerPoint
- Slide Advancer
- Timer
- Room Host/Facilitator

Verbal Presentation Tips

- PPT Slides
 - Limit yourself to 10 slides
 - 30 seconds to 1 minute per slide
- Be Concise & Stay Focused
- Introduce Yourself (provide contact info at end)
- Speak Slowly & Clearly
- Move Around
- End on Time
- If you run out of time ...offer to take questions via email or outside of room during break
- Practice. Practice. Practice. Then practice again.

Poster Specs

- ▶ Presentation Space
 - Poster Walls are 4'H x 6'W
 - Horizontal 36"H x 48" W
- ▶ Poster Design
 - PowerPoint
 - Adobe Illustrator
 - Canva
- ▶ Text Size
 - Title: 72 pt. – 85 pt.
 - Headings: 30 pt. – 60 pt.
 - Text: 18 pt. – 24 pt.
 - Captions: 18 pt.
- ▶ Fonts
 - No more than 2-3
 - Easy to read – Times New Roman
 - No **Bodoni** or **GOTHIC**
- ▶ Printing
 - Matte paper
 - TECH Center room 204
 - GMC in Student Activities Center



Poster Presentation Tips

- No more than 800 words
 - Read your text – then cut again
 - Avoid text blocks text > 10 sentences
 - Use bullets
- Choose colors carefully
 - Light Background – Black Text
 - Avoid dark background
 - White space is a good thing
- Charts, graphs, photographs, maps
 - High resolution (300 dpi/ppi)
 - Keep diagrams the same size & aligned
- Logos on bottom

Sample Poster Format 1

Interesting content at the top

Literature cited, Acknowledgements, Further information at the bottom

Colin Purrington

DO NOT PUT LOGOS HERE.
Doing so crowds the title and visually distracts from important graphics. Put logo on your business card, not poster.

Title pitched at general audience that provides conclusion or at least hints at something interesting

Colin B. Purrington, Department of Posterology, Hudson University

DO NOT PUT LOGOS here, either.

Introduction

Three sentences max.

Persuade reader you have novel, interesting question(s) and hypothesis. Resist urge to use all the white space.

Materials and methods

Three sentences max.

If viewer truly wants to know gruesome details, they'll ask or email you. Sometimes adding a pic is good.

Results

Highlight your LARGE photographs, charts, maps, or in this central arena.

Don't include every graphic you've made that relates to project. Choose one. Or two. And separate graphics with plenty of white space.

If you have just one or two simple graphics, viewers will be drawn to explore them. If you have too many or they are too complicated, they will be repelled.

Annotate graphics with arrows and callout boxes so that viewer is **visually led** through how hypothesis is addressed. The goal is to enable viewers to understand the logic behind your conclusions *without you needing to be there*.

Keep font size of all text (even graph labels) as big or bigger than in rest of poster.

Conclusions

Explain why outcome is interesting. Don't assume it's obvious. Three sentences max.

Maybe include a sentence about what you plan to do next.

As for Introduction, don't feel like you need to fill the entire box.

I.e., if you retain a lot of white space you will attract more viewers. Seriously.

Literature cited

Author, J. 2012. Article title. *Journal of Something* 1:1-2.

Acknowledgments

Be brief.

Further information

Please see <https://colinpurrington.com/tips/poster-design> for more templates and tips. I'm at colinpurrington@gmail.com if you have a question or comment.

Sample Poster Format 2

Larger "Results" section

Colin Purrington

DO NOT PUT LOGOS HERE.

Doing so crowds the title and visually distracts from important graphics. Put logo on your business card, not poster.

Title pitched at general audience that provides conclusion or at least hints at something interesting

DO NOT PUT LOGOS here, either.

Colin B. Purrington, Department of Posterology, Hudson University

Introduction

Three sentences max.

Persuade reader you have novel, interesting question(s) and hypothesis. Resist urge to use all the white space.

Materials and methods

Four sentences max.

If viewer truly wants to know gruesome details, they'll ask or email you.

Sometimes adding a pic is good.

Results

Highlight your LARGE photographs, charts, maps, or in this central arena.

Don't include every graphic you've made that relates to project. Choose one. Or two. And separate graphics with plenty of white space.

If you have just one or two simple graphics, viewers will be drawn to explore them. If you have too many or they are too complicated, visitors will be repelled.

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Keep font size of all text (even graph labels) as big or bigger than in rest of poster.

Conclusions

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Literature cited

Author, J. 2012. Article title. *Journal of Something* 1:1-2.

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Day of Symposium

- Smile
- Dress professionally
- Arrive early – set up poster or upload slides
- Plan to stay the entire time
- Thank the audience or your poster visitors
- Do not chew gum
- Stay off your phone
- Keep hands out of your pockets
- Watch “ums”, “like”...
- No notes – know your work
- Speak to your audience – not your poster or the screen
- Start with your two-sentence overview
 - Get them hooked
- **BE EXCITED** - highlight what is new – talk about what you enjoyed about your research and why it is important.

Remember....

- Keep your title short
- Be mindful of colors
- Name your graphs & label axis
- Give credit
- Double check grammar and spelling
- Be mindful of the audience
- Ask your PI to review before print
- Start now!
- Invite your family and friends



Thank you
Dr. Anni, Biology
Dr. Borguet, Chemistry

and

Thank you for your interest in the
Sept 23 CST Undergraduate Research
Symposium

Resources

Research Poster A Guide to creating, editing and presenting a successful research poster
Temple University
<https://guides.temple.edu/poster>

Designing Conference Posters
By Colin Purrington
<http://colinpurrington.com/tips/academic/posterdesign>

Poster Perfect How to drive home your science with a visually pleasing poster
By Edyta Zielinska | September 1, 2011
<http://www.the-scientist.com/?articles.view/articleNo/31071/title/Poster-Perfect/>

Poster and Presentation Resources
UNC Health Science Library
<http://gradschool.unc.edu/academics/resources/postertips.html#ppdesign>

Designing Effective Posters
UNC Health Science Library
<http://guides.lib.unc.edu/content.php?pid=315609&sid=2582576>

Tips on Poster Presentations at Professional Conference
by Scott W. Plunkett
http://www.csun.edu/plunk/documents/poster_presentation.pdf

Preparing and Presenting Effective Research Posters
By Jane E. Miller
<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1955747/>