# URP Research Symposium Poster Training

Rose McGinnis
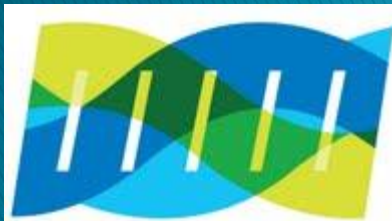
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# Agenda

- Why a Poster?
- Content/Layout
- Samples
- Formatting Tips
- Do's & Don'ts
- Timeline
- How to Present & Discuss
- Things that will be considered in poster review
- Resources

# Why a Poster?

- Summary of your research
  - Academically sound
  - Highlight the context of your work, methods, results
  - What you did – why you did it – what you learned
- Get Feedback/Critique
- Network
  - Interact one-on-one with others
- More detailed than a speech but less than a paper
  - More interactive

## A poster tells a story!

# How to get started

## Poster Theme

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

Now write down your answer.

This is the theme of your poster, its focal point. Everything you choose to include on your poster needs to support this theme.

Source: Washington NASA Space Grant Consortium – Click Here

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# Poster Must Explain...*KISS*

- Scientific Problem
  - *What is the question?*
- Significance
  - *Why should I care?*
- How your experiment addresses the problem
  - *What is 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?*

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# Poster Content

- Title – *10 words or less*
- Collaborators/Affiliation – *Temple*
- Abstract/Introduction – *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?*
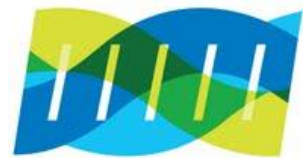- Acknowledgements – *Funding Source – URP*
- Contact information

# Poster Content

- Title – *10 words or less*
  - Poster title does not need to be paper title
  - Watch jargon
  - Not too cute
  - Snappy
  - Highlight the subject matter
  - Read from 25 Feet Away

# Poster Content

- Collaborators/Affiliation
  - Logos – Temple, URP, SSP, NSF, NIH
  - Don't leave people wondering about who did the work!

# Poster Guidelines

- Sizes
  - 36" x 48"   or   48" x 56"

- Use Technology
  - PowerPoint – Word – Adobe InDesign – Illustrator – Photoshop

- 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
  - Not Bodoni   GOTHIC

Use Active Voice

Must be readable 4 to 6 feet away!

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# Poster Guidelines

- No more than 800 words
  - Read your text – then cut again

- Choose colors carefully
  - Can attract attention or detract from your message
  - Light Background – Black Text
  - Avoid dark background
  - Watch Rainbow effect!

- Column headings – blocks of text – graphics

- Charts, graphs, photographs, maps
  - High resolution (300ppl)
  - Watch blurry images
  - Make diagrams the same size and MAKE sure they are aligned

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# Sample Poster Formats

## Results arena layout

Demotes the unimportant sections (Literature cited, Acknowledgements, Further information) to the bottom portion of the poster, freeing up the valuable real estate on the top for interesting stuff.

**Watch where you put your conclusion**

# Title title title title title title title title title title title title title title title title title title title title title title title title title title title title title title title title title title title

**Author, Author, and Author**
Address(es)

**Introduction**

Replace the "blah, blah, blah" with your own "blah, blah, blah."

**Materials and methods**

Blah, blah, blah

**Results**

Blah, blah, blah

## Traditional layout
Note that any content near the bottom part of the Materials and methods and Results sections will be harder for most people to read (because they'll need to bend their necks down).

**Conclusions**

Blah, blah, blah

**Literature cited**

Blah, blah, and blah. 2012. Blahing, blahing, and more blahing. *Journal of Blahology* 1:1-2.
Blah, blah, and blah. 2012. Blahing, blahing, and more blahing. *Journal of Blahology* 1:1-2.
Blah, blah, and blah. 2012. Blahing, blahing, and more blahing. *Journal of Blahology* 1:1-2.

**Acknowledgments**

Blah, blah, blah. This file from http://colinpurrington.com/tips/academic/posterdesign. You can erase that URL, of course.

# Title title title title title title title title title title title title title title title title title title title title title title title title title title title title title title title title title title

**Author, Author, and Author**
Address(es)

## Introduction
Blah, blah, blah.

## Materials and methods
Blah, blah, blah

## Results
Blah, blah, blah

More blah, blah, blah

The third option is the four-column approach. It separates Results into separate columns, but sometimes you have Results that are best displayed in a linear fashion, so use this one if that's the case

## Conclusions
Blah, blah, blah

## Literature cited
Blah, blah, and blah. 2012. Blahing, blahing, and more blahing. *Journal of Blahology* 1:1-2.
Blah, blah, and blah. 2012. Blahing, blahing, and more blahing. *Journal of Blahology* 1:1-2.
Blah, blah, and blah. 2012. Blahing, blahing, and more blahing. *Journal of Blahology* 1:1-2.

## Acknowledgments
Blah, blah, blah. This file from http://colinpurrington.com/tips/academic/posterdesign. You can erase that URL, of course.

## Further information
© Copyright Colin Purrington. You may use for making your poster, of course, but please do not repost the template on your own site or upload to third-party file-sharing sites such as doctoc.com. This verbiage sounds mean-spirited, perhaps, but I've had people siphon off my whole site and then claim my content was public domain because they found it via Google. (Replace this text with your own.)

# Poster Formatting Tips

- Focus your message
- Logical order
  - Top to bottom – left to right
- Use
  - Phrases
  - Bullets
  - Active Verbs
  - Large Font – 4 to 6 feet away
  - Avoid blocks of text longer than 10 sentences
- Double Check Grammar and Spelling
- Convey message visually if possible
- Logos on bottom

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# Poster Formatting Tips

# Poster Do's & Don'ts

*Do Not Plagiarize !!*

| | Don't | Do |
|---|---|---|
| Title | Too long | Short – snappy Highlight subject matter |
| Color | Detract from message | Draw attention Not overwhelm |
| Acknowledgements | Leave out | Credit where due Sources Financial support |
| Graphs | Pick wrong one | Name Graph Label Axis |

# Poster Timeline

## Do Not leave till the last minute

- Title, acknowledgements, bibliography
- Experiment w/fonts, sizes & colors
- Plan layout – strive for consistency & uniformity
- Proof Read
- Print out & have it reviewed by research team members
- Project your poster on the wall before you print
  ◦ *Check – image resolution – axis labels – colors – message*
- Bring for professional printing

**Get started NOW !**

# How to Present & Discuss?
## Elevator Speech

▸ Two minute summary

▸ Make sure you have a "take away" message

▸ Average person 3-5 minutes per poster

▸ Offer to answer any questions *– okay if you do not know answer*

▸ Smile

▸ Dress professionally

　◦ Match your poster…

▸ Thank your viewers for visiting!

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# How to Present & Discuss?

## Help each other!

Review for:
- ◦ Content
- ◦ Word count
- ◦ Idea flow
- ◦ Figure clarity
- ◦ Font size
- ◦ Spelling!!!!

# How to Present & Discuss?

## Day of the Symposium

- Arrive early – set up poster
- Plan to stay the entire time
- Three reviews per poster
- Typically two rounds of reviews
  ◦ Please plan to stay
- Awards will not be presented after symposium – they will be announced via email in less than a week

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# How to Present & Discuss?

▸ 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 viewers – not your poster
▸ Start with your two sentence overview
   ◦ Get them hooked
▸ Practice on friends & family
▸ Can have hard copies for a hand out

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# Things that will be considered in Poster Reviews

▸Poster focus on a well-defined problem

▸Is the poster complete, containing an introduction, materials and methods, results, discussion and conclusion sections

▸Presentation is factually accurate

▸Presenter capable of answering questions

▸Sections are organized well and flows in a logical manner

▸Clear discussion of what you did not the lab or others!

▸Where to go next with research?

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# Feedback from Poster Reviewers

▸The content on the poster should stand by itself – you may not be there and reviewers should be able to understand what you did – You provide the additional information to the poster – do NOT read the poster to the reviewer.

▸When you are presenting you work you will be interrupted so be prepare to be flexible with your discussions. – Do not think you will be able to follow a script.

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# Feedback from Poster Reviewers

‣Know the audience for your poster – is it a URP Symposium or a National Professional Conference? It will make a difference how detailed the poster should be

➢ "Don't Spill the Beans!" – This means you must review your poster contents with your PI carefully. You do not want to include data that is confidential or waiting to be presented in a paper later.

➢ "Do NOT Wait for Last Minute Data!" –  It may not come or be right so do not count on it.  If you get good last minute data you will find  place for it.

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# Feedback from Poster Reviewers

➢ BE EXCITED – highlight what is new – talk about what you enjoyed about your research and why it is important.

➢ Make sure you read papers related to your research to be better prepared to answer questions. Papers help you know more!

➢ Ask your PI how they want names to be listed on the poster  - each will have their own style.

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# Professional Development

REMEMBER…..

# Research Experience and your Symposium participation belongs on your resume!!!!

*I have a resume handout!*
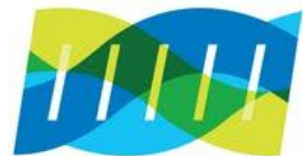
# By the end of the symposium you may have learned as much from viewers as they have learned from you!
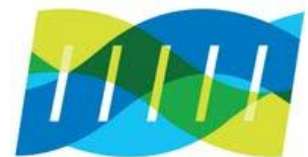
# Resources

## 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 Conference Posters – Colin Purrington

http://colinpurrington.com/tips/academic/posterdesign

## Designing Effective Posters  – UNC Health Science Library

http://guides.lib.unc.edu/content.php?pid=315609&sid=2582576

## Elements of Style

Using graphic design to enhance visual communication in scientific posters (and elsewhere)

https://science.nichd.nih.gov/confluence/display/~jonasnic/Elements+of+Style

# Resources

Tips on Poster Presentations at Professional Conference  Scott W. Plunkett

http://www.csun.edu/plunk/documents/poster_presentation.pdf

Making an Academic Poster Presentation – Office for Undergraduate Research

http://nau.edu/Undergraduate-Research/Poster-Presentation-Tips/

Preparing and Presenting Effective Research Posters
Jane E Miller

http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1955747/

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# Questions.....