Poster Presentation

Why a Poster Presentation?
Students chose to do a poster presentation because unlike a lecture style oral presentation, a poster session allows you to network with others while having a back and forth dialogue regarding your research. Presenting a poster at an academic conference can appear on your resume or graduate school application as an academic achievement. In addition, it gives you the chance to strengthen your communication skills and confidence.

What does a Poster Presentation entail/include?
According to the Student Academic Conference guidelines the poster must be an academic research or a project presented through a series of "posters" mounted on a single presentation stand. The entire presentation must not exceed four feet wide by five feet high (48” x 60”).

How do I create a Poster Presentation?
The purpose of a poster presentation is to tell a story, meaning that you provide a clear flow of information. There are different types of poster presentations and we encourage you to choose which one best suits your message.

Research Format: A traditional academic research based poster would follow the flow of a research paper in that it would include an abstract, introduction, materials and methods, results, discussion, conclusion, references and possibly some images in the form of pictures or graphs.

Alternative Format: Some students have created a poster presentation as an image, a comic strip or other design that doesn’t outline the a body of knowledge but is a visual result of their research or learning. This leads the conference attendees to engage in discussion with the poster presenter.

Once you have determined which type of poster you’d like to create sit down with your information and some scrap pieces of paper and play around with your design to make sure your information has a nice flow, your information is symmetrical (i.e. not having all your images on the left and text on the right) and most importantly that it all fits nicely on your poster.

How do I design a Poster Presentation?
Once you have a clear concept and your information organized you can now begin the process of designing your poster. Below are some tips to follow:

• The title text should be readable from 20 feet away – at least 48 point text. Make sure your title and name are prominent and eye catching
• The body text should be readable from 6 ½ feet away – at least 24 point text
• Choose a clear font with large inner space (i.e. the space inside the loops of letters such as ‘o’, ‘d’, ‘p’), good examples are Arial, Verdana, Georgia or Helvetica
• Use a white or muted color for your background (e.g. pastel shades)
• Keep the flow of information in mind. If you have to use arrows to guide your audience from one section to the next, your information could be better arranged
Presentation of my Poster
You will be asked to stand by your poster during the designated time frame so be prepared to explain your posters to others, however, don’t plan on reading verbatim off your poster. Make sure you have a brief verbal explanation prepared that touches on the major points you wish to get across to your audience.

Working with the college to create my Poster Presentation
If you would like a little more guidance please feel free to contact Danielle Benedict in the Office of Collegewide Student Services. She can be reached by phone at (518)587-2100 ext. 2255 or by email at Danielle.Boardman@esc.edu. Also available are samples of posters that have been created for various conferences in the past.

Additional Resources

Creating a Poster – University of Wisconsin - Madison
http://www.learning.wisc.edu/ugsymposium/poster.html

How to Create A Research Poster – NYU Libraries
http://guides.nyu.edu/posters

How to Make a Poster Using PowerPoint – University of Washington
http://faculty.washington.edu/robinet/poster.html