



Designing a Poster Presentation

Instructions

A poster presentation is an effective way to visually communicate an issue or topic. To make your presentation as effective as possible—capturing your audience’s attention and accurately conveying your intended message—use the tips below.



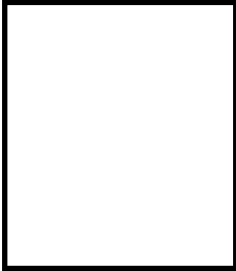
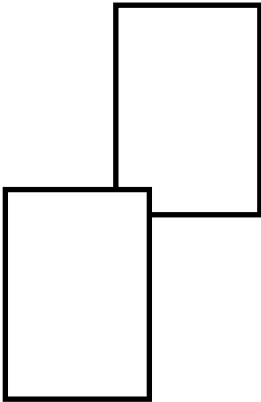
1. Decide what information you want to convey. During your presentation, you will need to explain what details you researched, what you learned, and why this information is important. Although your presentation will have one main theme, to better communicate your research, you may want to divide the information into categories.
2. Once you have determined what information to present, decide how to organize it on your poster. Before beginning the poster, draw a sketch of how you will arrange the information on the poster. Consider illustrating the sequence of your poster using visuals such as arrows, bullets, or numbers. Be sure to place a title at the top of the poster. Use the categories into which you previously divided your research to visually arrange the information into sections, each including its own subtitle. The subtitles should be a larger font than the rest of the information on the poster, but smaller than the main title.
3. To determine which information to include on the poster, decide what is the most important and what you want your audience to learn. Think about how much information you can include, while still ensuring that your poster will be clear and easy to read. When deciding on graphics, use only those that help convey your information. Together, your text and the graphics should support the main theme, but remember not to use too much of either or your poster will be cluttered, difficult to read, and ineffective.
4. Once you have organized your information and created a sketch of the poster, confirm that your visual presentation answers the following questions:
 - What questions were you seeking to answer during your research?
 - What were the answers to those questions?
 - Why are these questions and answers important?
 - What is the “take-home message” (conclusion) that you want your audience to leave with?If these questions have not been answered, try to incorporate information into your poster that would address them.
5. You can now start to make your poster! As you construct it, remember to use colors that your audience will be able to easily read from a distance. Different colors can be used for each of the categories, but make sure you do not use so many different colors that they distract from the presentation. Be sure to label all images (e.g., photos, graphs, etc.) so that it is clear what information they convey.



Designing a Poster Presentation (con't)

Poster Example

Below is a sample layout of a poster project. The empty squares represent graphics. The text and accompanying graphics flow from one column to the next throughout the poster, and the concluding thought is located in the right-most column. A graphic was placed in the bottom of the right-hand column to emphasize the concluding thought of the poster presentation.

Spring River Watershed by John Smith and Jane Doe			
<p>Geography</p> <p>Information about Spring River's geography.</p> 	<p>Plants</p> <p>Information about plants native to the Spring River watershed.</p> 	<p>Pollutants</p> <p>Information about the sources of pollution in the Spring River watershed and the problems that they cause.</p> 	<p>Restoration Projects</p> <p>Information about various projects designed to help clean up the watershed.</p> 
<p>Land Use</p> <p>Information about recreation and commercial use of natural resources.</p>	<p>Animals</p> <p>Information about animals native to the watershed.</p> 