How to:
Create a Research Poster

Posters, in either digital or physical formats, are one of the main ways academic information is disseminated. Research posters are more accessible and comprehensible than a journal or a formal presentation. They serve as an introduction to how your work expands upon current knowledge in a concise, inviting format with a focus on visual content.

Content

» A poster is a visual representation of the most important aspects of your research. It is crucial that a research poster is concise so that a viewer may easily and quickly grasp the main points.

» Posters serve as an entryway for interested viewers to find out where they can get more information on the research being presented.

» The poster should contain simple displays of data that are easily understood. Graphs, charts, and diagrams should not be overly complex or convoluted.

» Brevity is important in a research poster, and you don't want your poster to be too text-heavy.

» Space is limited in a poster, so make sure that every sentence, picture, and graph adds to the overall impact of the research poster.

» Make sure to get a friend to proofread it so it can easily make sense to others.

» All research done at the University of Saskatchewan that requires ethics approval must advertise that this approval was attained.

Formatting

» The poster must flow in a logical way, starting with a short abstract or introduction. Ideally, it should then visually go through the research process, including the original hypothesis, methodology, results, and analysis. Finally, it should end with the necessary bibliographic citations, any acknowledgements you wish to include and the presenter's contact information.

» Most research posters will be designed using three to four columns.

» The title of your poster should be centre- and top-aligned in a large, bold font and it should be followed by the list of authors in a smaller font.

» Make sure that the poster contains a minimal number of easily legible fonts with consistent alignment, spacing, and sizing.

» High-resolution, eye-catching photos are important to a poster presentation. You don't want to use low-quality images as these will only take away from the content and impact of the poster.

» The background colours should not be flashy nor make the text difficult to read.

Tips and Tricks

» Posters are meant to be interactive, so it is advisable that you create a short talk or pitch that picks up on the highlights of your research. This can help draw people in to your display.

» Remember to not leave the printing of the poster to the last minute. Allow your print shop ample time to complete the job you have given them.

» Quite often research posters are landscape orientation, but portrait is becoming more popular. Check the guidelines for your presentation to make sure your poster is set up and sized correctly.

UNIVERSITY OF SASKATCHEWAN