THE ART & SCIENCE OF ACADEMIC POSTERS

A VISUAL PRESENTATION OF YOUR RESEARCH

Draw & Hold Attention
Use a clear title, eye-catching layout and lots of visuals

Generate Discussion
Explain your research, its significance, social impact and future directions

Be Concise
Summarize your work and give one clear take-home message

Planning

Title
- Include author(s) names, department, affiliation or course
- Avoid abbreviations & jargon

Introduction
- Pitch hypothesis/research question and how you addressed it
- Tell the audience why they should care about your research

Methodology
- Identify & explain type(s) of data collection, equipment, & procedures used (including ethics)
- Keep it <200 words - figures & graphs are especially useful in this section

Results & Discussion
- Explain your project's most relevant & representative findings
- Can use graphs, figures or photos to illustrate results

Conclusion
- Provide one brief, conclusive statement (One Big Thing)
- List future projections (where this research could lead)

References
- Include no more than five references
- Cite in the style of your discipline

Acknowledgements
- Recognize those who assisted you with the project/poster
- List all funding sources
- Mention any conflicts of interest
- Use institutional logos

Design

Text Formatting
- Keep text blocks left-justified, single-spaced, <10 lines long & 40 characters wide
- Use bulleted lists wherever possible
- Use a serif font (no smaller than size 24 for body, 36 for headings) – must be readable from 1.8m (6ft) away
- Optional: use USask InDesign or PowerPoint template*

Colours
- Use the University of Saskatchewan colour scheme* or find a
- suitable palette online
  Use a consistent pattern/theme throughout the poster (e.g. if you use a colour for a heading, use it for all headings)
- Use colours to enhance your poster, not distract from its content

Graphs & Figures
- Illustrate processes, methodology, results, etc.
  Use open-source software such as Canva, Inkscape, Gimp, and Gliffy (among others) to create graphics
- Provide titles and captions for your graphs & figures
- Display high resolution images (at least 300 dpi)

Layout
- Label each section clearly
- Ensure information flows from top-to-bottom/left-to-right & appears well-balanced
  Use 20% text, 40% figures & graphs & 40% blank space

Presentation
- Prepare a short oral presentation to explain your work – what makes you excited? What would you do differently?
- Dddress significant findings, gaps, and future directions
- Consider creating a QR code to lead to a more detailed report or photo of your poster for reference

*At: communications.usask.ca/Templates

BE WHAT THE WORLD NEEDS