The Art and Science of Posters

Tips for Preparation, Design and Presentation

Be Concise

- Choose a small part of your research project
- Tell the audience why it matters and why they should care

Figure 1 A Poster Session in action

Build Sections

- Divide your work for easier reading
- Common sections include: title, introduction, methodology, results/discussion, conclusion, references, and acknowledgements
- Don't be stuck on convention – drop any section that is wordy or awkward
- Information should flow top→bottom and left→right

Draw Attention by Design

Colours

- Use a simple and consistent colour scheme (3-4 at most)
- Avoid background picture/gradients behind important text

Layout

- 20% text, 40% figures and graphs, 40% white/background space
- Text format serif font, size *at least* 24 for text and 36 for headings

Figure 2 USask FYRE Research arc: Question. Investigate. Share.

Graphs and Figures and Images

- Use to illustrate your research
- High resolution images only

Generate Discussion

Figure 3 Discussion is the art of selling your poster

- Be dynamic: you know your research best. What makes you excited?
- What's the one key point you want everyone to know?
- Think beyond the poster: bring a handout, 3-D model, tablet, etc.

Be Bold

Break the rules! Try something new!

Figure 4 The USask Undergraduate Research Initiative Team 2019