Tips for Effective Poster Presentations

Get your message across with effective visual displays of data and small blocks of supporting text. Think of your poster as an illustrated abstract.

Tell readers why your work matters, what you did, what you found, and what you recommend. Avoid excessive focus on methods – it’s the results and implications that count!

Overall appearance. Use a pleasing arrangement of graphics, text, colors. Your poster should be neat and uncluttered – use white space to help organize sections. Balance the placement of text and figures.

Organization. Use headings to help readers find what they’re looking for: objective, results, conclusions, etc. A columnar format helps traffic flow in a crowded poster session.

Minimize text – use graphics. Keep text in blocks of no more than 50-75 words – don’t create large, monolithic paragraphs of prose.

Text size. All text should be large enough to read from 1-2 meters, including the text in figures. Title should be larger, to attract attention from far away.

Use color cautiously. Dark letters on light background are easiest to read. Stick to a theme of 2-3 colors. Avoid overly bright colors – they attract attention but wear out reader’s eyes.

Don’t fight reader gravity, which pulls the eyes from top to bottom (first), and left to right.

Include full contact information. You want to be found – the reader should not have to look up anything to find you.

Clean Graphs Show Data Clearly!

Desired message: Prey decreased as predators increased.

Focus on relationships – exact values are usually not important.

Eliminate “chart junk” to keep focus on data. Grid lines, detailed ticks on axes, data markers, and grey background are not needed.

Label data directly, when possible. Legends force reader to look back and forth to decode graph.

Message is now loud and clear!

Top 3 Poster Competition Questions

Am I required to speak briefly about my poster? Your poster should be self-explanatory in presenting your research and findings. Your poster will be graded only on the official judging criteria.

Do I need to stay for the whole time during the competition? To get the most out of the competition students are encourage to be present. However, exceptions would be attending classes, exams or other commitments. Judges will not deduct points if you cannot be there in person.

What is the judging criteria? See the reverse side for the judging criteria.
2015 Undergraduate Poster Competition
Thursday, October 29, 2015
214 - 224 University Centre

Origin and Invocation: Representing Human Rights in Poetry

<table>
<thead>
<tr>
<th>Your name</th>
<th>Category</th>
<th>CW 01</th>
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<tbody>
<tr>
<td>Student</td>
<td>Category</td>
<td>Poster #</td>
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<table>
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<tr>
<th>Judges name</th>
<th>Judges Signature</th>
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Students are **NOT REQUIRED** to be present at their posters - the poster should be self-explanatory. If students are away because of a class they should not be penalized.

### Poster Competition Judging Criteria

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Maximum Points</th>
<th>Points Awarded</th>
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<tbody>
<tr>
<td>Scholarly/Scientific/Creative Content</td>
<td>25</td>
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<td>Appropriate use of images, graphics representations, and/or tables</td>
<td>10</td>
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<tr>
<td>For Natural Sciences, Health Sciences, Applied Sciences and Social Sciences/Humanities: Appropriateness of headings, clear objectives and conclusions, or For Creative Works: Clear description/explanation of creative process; identification of issue being explored and learning that resulted from the creative project</td>
<td>25</td>
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<td>Overall impression and significance</td>
<td>25</td>
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<td>Communication to the audience through written or visual language that avoids the use of jargon</td>
<td>15</td>
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<td><strong>Total</strong></td>
<td><strong>100</strong></td>
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