

Jackie Brittingham

Sept. 24 & 25, 2008

Creating Effective Poster Presentations :: An Effective Poster

George Hess :: Kathryn Tosney :: Leon Liegel



- AN EFFECTIVE POSTER
- DEFINE YOUR MESSAGE
- KNOW YOUR AUDIENCE(S)
- AN EFFECTIVE ABSTRACT
- CREATE YOUR POSTER
 - :: PLANNING
 - :: FOCUS
 - :: LAYOUT
 - :: HEADINGS
 - :: GRAPHICS
 - :: TEXT
 - :: COLORS
 - :: EDITING
 - :: SOFTWARE
- PRESENT YOUR POSTER
- EXAMPLES OF POSTERS
- RESOURCES
- DISCUSSION BLOG
 - Focused
 - Graphic
 - Ordered
- USING THIS SITE
- REPRODUCING MATERIAL
- THE AUTHORS
- E-MAIL A COMMENT

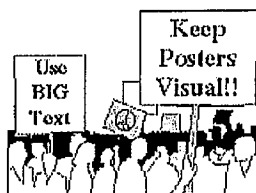
An effective poster is a *visual* communications tool.

An effective poster will help you ...



... engage colleagues in conversation.

... get your main point(s) across to as many people as possible.



An effective poster is ...

- Focused** Focused on a single message.
- Graphic** Lets graphs and images tell the story; uses text sparingly.
- Ordered** Keeps the sequence well-ordered and obvious.

In a hurry?

Try the QUICK REFERENCE from our RESOURCES PAGE.

Need some help?

Try the new (as of 2007 Nov 14) DISCUSSION BLOG.

An effective poster operates on multiple levels ...

- source of information
- conversation starter
- advertisement of your work
- summary of your work

An effective poster is not just a standard research paper stuck to a board. A poster uses a different, visual grammar. It shows, not tells. >>MORE>>

Are your posters effective, attracting large and enthusiastic audiences? Or, are your posters examined only by your most avid competitors or admirers? >>MORE>>

Many ineffective posters suffer from easy-to-fix problems, including ...

- objective(s) and main point(s) hard to find
- text too small
- poor graphics
- poor organization

>>HERE'S HOW THIS SITE CAN HELP YOU>>

You are welcome to link to this site. If you do so, we recommend linking to <http://www.ncsu.edu/project/posters> so that you will always be redirected to the appropriate place - the site is moved around from time to time.

60-Second Poster Evaluation

George Hess - NC State University - Forestry Department

Rating Criteria - Circle rating that applies.

Overall Appearance

- 0 Cluttered or sloppy appearance. Gives the impression of a solid mass of text and graphics, or pieces are scattered and disconnected. Little white space.
- 1 Pleasant to look at. Pleasing use of colors, text, and graphics.
- 2 Very pleasing to look at. Particularly nice colors and graphics.

White Space

- 0 Very little. Gives the impression of a solid mass of text and graphics.
- 1 OK. Sections of the poster are separated from one another.
- 2 Lots. Plenty of room to rest the eyes. Lots of separation.

Text / Graphics Balance

- 0 Too much text. The poster gives an overwhelming impression of text only. OR Not enough text. Cannot understand what the graphics are supposed to relate.
- 1 Balanced. Text and graphics are evenly dispersed in the poster. There seems to be enough text to explain the graphics.

Text Size

- 0 Too small to view comfortably from a distance of 1-1.5 meters.
- 0.5 Main text OK, but text in figures too small.
- 1 Easy to read from 1-1.5 meters.
- 2 Very easy to read.

Organization and Flow

- 0 Cannot figure out how to move through poster.
- 1 Implicit. Headings (Introduction, Methods, etc) or other device implies organization and flow.
- 2 Explicit numbering, column bars, row bars, etc.

Author Identification

- 0 None.
- 1 Partial. Not enough information to contact author without further research. This includes missing zip codes on addresses.
- 2 Complete. Enough information to contact author by mail, phone, or e-mail without further research.

Research Objective

- 0 Can't find.

- 1 Present, but not explicit. Buried at end of "Introduction", "Background", etc.
- 2 Explicit. This includes headings of "Objectives", "Aims", "Goals", etc.

Main Points

- 0 Can't find.
- 1 Present, but not obvious. May be imbedded in monolithic blocks of text.
- 2 Explicitly labeled (e.g., "Main Points", "Conclusions", "Results").

Summary

- 0 Absent.
- 1 "Summary", "Results", or "Conclusions" section present.