

POSTER PRESENTATION ASSIGNMENT

Purpose

A poster presentation is a graphically based approach to presenting information or research. In presenting with a poster, students should aim to use the poster as a means for generating active discussion of the information.

Tioga Professional Conference

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The purpose of the Tioga Professional Conference is for authors to present researched and published findings to inform and to meet a specific audience's needs. The conference provides opportunities to formally and informally discuss findings and recommendations with a direct audience.

Presentation Assignment

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Students will adapt their training presentations into a poster presentation (100 points).

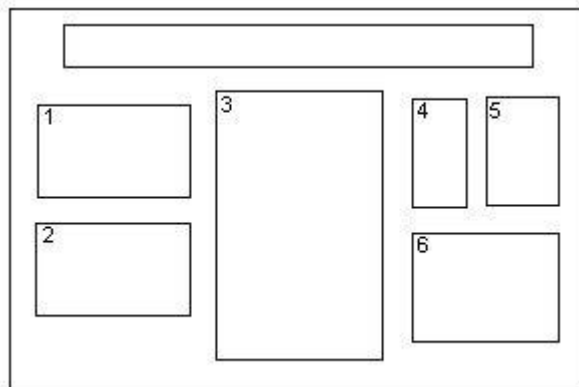
Limit the text to about one-fourth of the poster space, and use "visuals" (graphs, photographs, schematics, maps, etc.) to tell your "story."

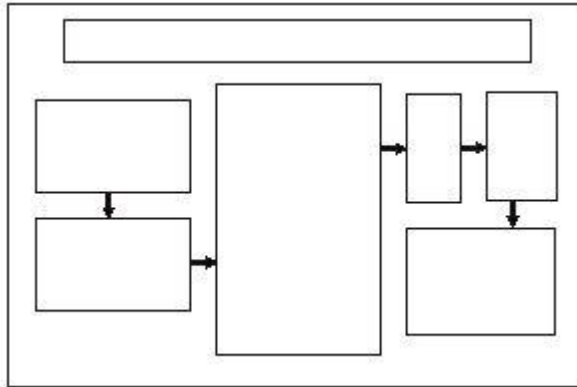
Guidelines

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Design and Layout

- The entire poster must be mounted on a 40" x 60" foam-core board. The poster does not necessarily have to fill the entire working area.
- The board must be oriented in the "landscape" position (long dimension is horizontal).
- A banner displaying your poster title, name, and department (or class, if appropriate) should be positioned at top-center of the board.
- Make it obvious to the viewer how to progressively view the poster. The poster generally should be read from left to right, and top to bottom. Numbering the individual panels, or connecting them with arrows is a standard "guidance system."





- Leave some open space in the design. An open layout is less tiring to the eye and mind.

Lettering

- Word-process all text (including captions). Print on plain white paper with an inkjet printer.
- Text should be readable from five feet away. Use a *minimum* font size of 18 points.
- Lettering for the title should be large (at least 70-point font). Use all capital letters for the title.

Visuals

- Present numerical data in the form of graphs, rather than tables. If data must be presented in table-form, keep it simple.
- Visuals should be simple and bold. Leave out or remove any unnecessary details.
- Make sure that any visual can “stand alone” (graph axes are properly labeled, maps have north arrows and distance scales, symbols are explained, etc.)
- Use color to enhance comprehension, not to decorate the poster. Neatly coloring black-line illustrations with color pencils is entirely acceptable.
- Make sure that the text and the visuals are integrated. Figures should be numbered consecutively according to the order in which they are first mentioned in the text.
- Each visual should have a *brief* title (for example: Figure 1—Location of study area).

Text

- Keep the text brief. Blocks of text should not exceed three paragraphs (viewers won't bother to read more than that). Use text to
 - Introduce the study (what hypothesis was tested or what problem was investigated? Or why was the study worth doing?)
 - Explain visuals and direct viewers' attention to significant data trends and relationships portrayed in the visuals.
 - State and explain the interpretations that follow from the data. In many cases, conclusions can be summarized in a bullet-point list.
- Depending upon the stage or nature of your project, the text could also include sections on future research plans or questions for discussion with viewers.

- Cite and reference any sources of information other than your own, just as you would do with a research paper. As your instructor about the particular citation system you should use. The “References Cited” is placed at the end of the poster.

Suggestions

- Simplicity is the key. Keep to the point, and don’t try to cover too many things. Present only enough data to support your conclusions. On the other hand, make sure that you present sufficient data to support your conclusions.
- When you begin to make your poster, first create a list of visuals that you would use if you were describing your project with *only the visuals*. Write the text *after* you have created the list of visuals.
- Mat the components of the poster on separate pieces of colored poster board. This sets-off the text and illustrations from the white mounting board. Also you can easily attach each component to the mounting board with push-pins or thumb-tacks.
- Before the poster session, rehearse a brief summary of your project. Many viewers will be in a hurry and will want a quick “guided tour” of your poster. Don’t be afraid to point out uncertainties in your work; this is where you may get useful feedback.