Guide for Poster Presentation

The goal of your poster is to present the salient findings of your research in a concise and visually appealing poster. The poster should be self-contained so a visitor can understand what you did, what you found, and how it contributes to new knowledge. As a presenter, you will add the details that help better frame your work and answer questions. Following are guidelines to help you prepare the poster:

Content:
- *Title*: Have a title that is brief and engaging, yet representative of your research.
- *Author*: Your name and major/program. Also, include the name of your mentor(s) on a second line
- *Abstract*: A summary of all components below so someone can quickly read what you did, why, what you found, and what it means. Should be presented as a narrative.
- *Introduction/Background* information to frame your research in the context of what is known and what knowledge is lacking.
- Research *question and objectives*, predictions (hypotheses for NS) to clearly state what you want to answer and what you expect to find.
- *Methods* used to collect and analyze your data. Should be sufficient for someone to determine the quality of the data.
- *Main results and interpretation*. These are better presented with visuals.
- *Summary/Conclusions/Recommendations*.
- References.

Planning:
- Write down key points to pass along, organize your visuals in different ways to see how the message flows best.
- Think of the audience: your audience will be your fellow students, graduate students in the professional and PhD programs, and faculty in the NSOE. They may not be familiar with your sub-discipline.

Design:
- Minimize the text, use fonts that are easy to read and consider no more than 3 different fonts. Someone should be able to read all parts of your poster from 6 ft. away. Depending on the font, 80-85 pt. works for the title of the poster, 36-44 pt. for headings, and 24-34 pt. for body text.
- Use whatever presentation software you are familiar with to build your poster. PowerPoint can easily be formatted as a 'custom size' slide to generate a poster. **Poster size should be 42" x 36" (landscape)**.
- Use bullet format when appropriate. When using narrative text, keep it short.
- Data visual presentation: for each table or graph, provide a heading that gives the main message you want to convey. Use the legend to briefly provide the methods associated with the data presented and explain the main findings. When appropriate on the graph or diagram, use arrows to point out specific regions of interest.

Preparation for oral presentation:
- Be prepared to guide your audience through the natural flow of your poster
- Be prepared to discuss your particular role in the project if your research is part of a larger project in your mentor's lab
- Dress professionally

Printing:
- Prior to printing the final version, print on a regular size sheet to view the whole look of your poster. Font size should be such that you can read your poster when minimized.
- Check on turnaround time between sending the poster and getting the print back
- Unfortunately, we don't offer poster printing. Local printing facilities include
  - PhD Poster.com: http://www.phdposters.com. This a Duke graduate-student-run operation and they deliver on campus
  - Med Media Solutions: http://www.medmediasolutions.com. They also have free delivery to Duke
  - Fed/Ex Office on 9th Street (more expensive than above two but can give you faster turnaround time
  - Duke Copy Center
- Funds will be available for printing cost at PhD Poster. Check with Amy Kirkland for code and procedures. If printing elsewhere, bring the receipt and fill out a reimbursement form.

Some references on making a poster:

Purrington, C.B. Designing conference posters. Retrieved <28Feb 2017>, from http://colinpurrington.com/tips/poster-design. ***Dr. Colin Purrington from Department of Biology, Swarthmore College, offers great advice on making effective posters. Some of the advice above comes from his suggestions.

Hess G., Tosney K, Liegel L. Creating effective Poster Presentations: Effective Poster Retrieved <28Feb 2017>, from https://projects.ncsu.edu/project/posters/ *** This one is from faculty in the Department of Forestry and Environmental Resources at NCSU with examples pertinent to our field.

http://www.the-scientist.com/?articles.view/articleNo/31071/title/Poster-Perfect/