

# A SCHOLAR'S GUIDE TO POSTER POWER!

HOW TO TRANSFORM YOUR PRESENTATION

## 1. WHAT DO WE MEAN BY A POSTER ?

A visual poster & the presentation, or "story-telling" of it, to the scholarly community and/or the public, at a conference or other venue online or face-to-face.

## 2. WHAT DOES IT DO ?

- Summarizes & packages research into a digestible, attractive format
- Provides an informal, intimate platform for communicating one's research
- Stimulates a scholarly conversation among colleagues and the public



## 3. WHY DO IT ?

- Easier entry into your initial conference presentation experience - potential for waiver of conference fees
- Provides platform for increased collaboration, scholarly conversation, & research impact
- Reaches diverse audiences
- Can be reproduced digitally online & published with a Creative Commons license; increasing visibility, attention & engagement in social media & online researcher communities (altmetrics)



## 4. HOW DO I MAKE IT ?

You need an idea or research question. Then you'll need a cohesive visual design representing your idea, proposal, research, and/or data. Finally, you'll need to put it all together into a clear & concise audio-visual (and legible) poster power masterpiece.



## 5. POSTER ELEMENTS

- Title, authors & collaborators
- Background, literature review
- Research question, theme, concept
- Materials, approach, process, methods, data
- Results and conclusion including: main argument, insight or significance of work and future directions
- Acknowledgements, references & contact info
- Copyright (e.g. Creative Commons)
- CREATIVITY!

## WHAT MAKES A GOOD POSTER?

### VISUAL ELEMENTS

- Selectively communicate aspects of your research within usual poster size of 48" x 36"
- Grab viewer attention
- Add interesting colors & shapes
- Charts, graphs, graphics, diagrams, maps, cartoons, icons, etc.

KEEP  
PLENTY OF  
"WHITE"  
SPACE

### CLEAN DESIGN

- columns
- bullets
- numbers
- headlines
- consistency

### COLOR

- Dark print on light background best.
- Be color blind people friendly - no red against green!

### EASY-TO-READ TEXT (BIG)

- from 3-10 feet
- 300-800 words
- 2-3 fonts
- left-justified

## POWERFUL EXAMPLES

F1000Research



Pimp My Poster



Bad example :

<http://colinpurrington.com/tips/poster-design/bad>

## References

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## POSTER PRESENTATION 101

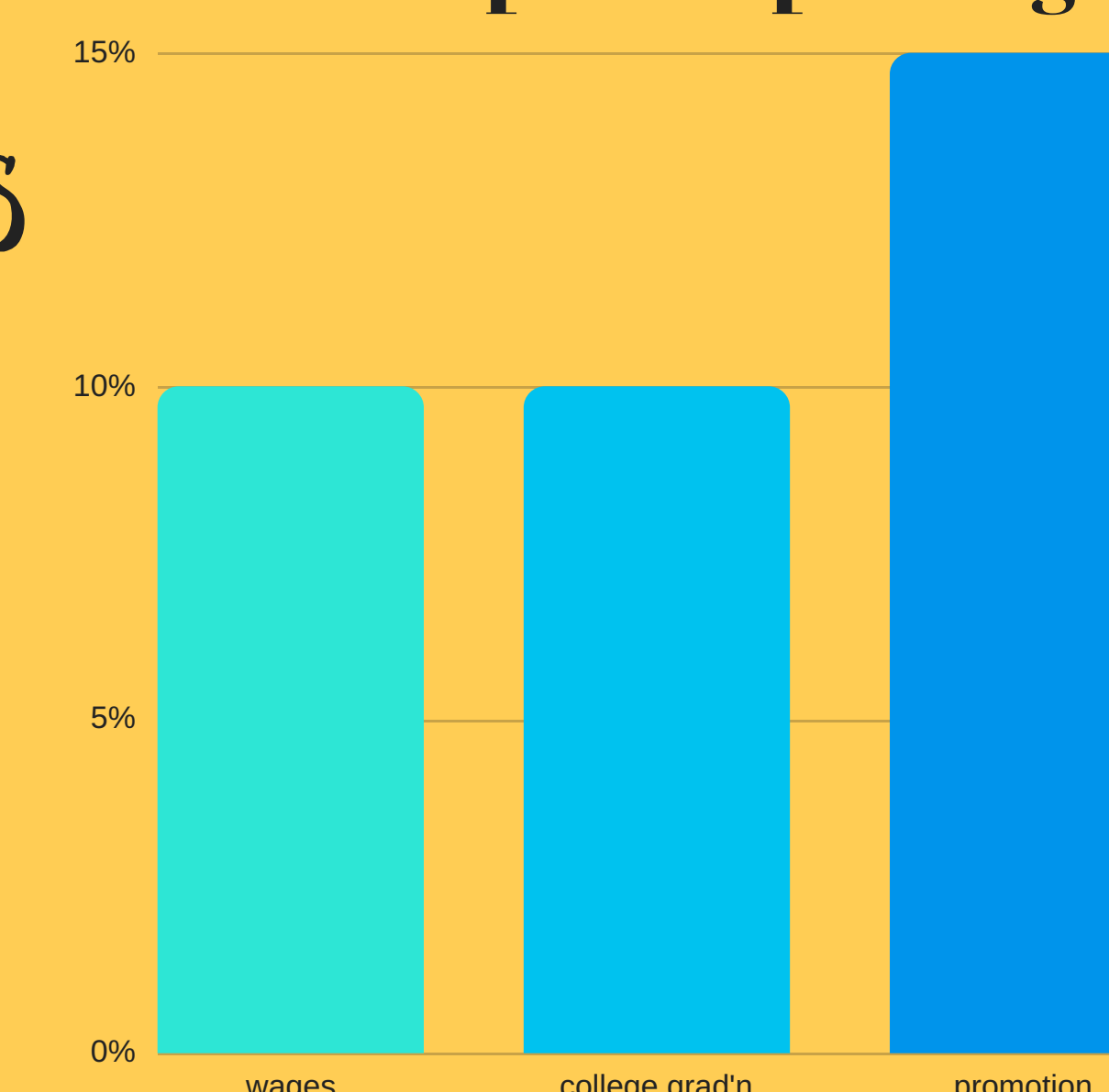
### 1. KNOW YOUR AUDIENCE

- Know your audience ahead of time - don't know? Ask conference organizers and colleagues
- Prepare for your specific audience
- Check for audience understanding when presenting

### Percentage of impairment from fear of public speaking on...

### 2. USE CLEAR CHARTS

Data from:  
<https://magneticspeaking.com/7-unbelievable-fear-of-public-speaking-statistics/>



### 3. PREPARE

- Nothing combats public speaking anxiety like preparation
- Prepare an 'elevator speech'; a 1-2 minute summary of your research in layperson terms. If you need jargon, limit it & define it, please

### 4. PRACTICE, PRACTICE, PRACTICE

- Practice in front of your mirror, friends & family
- Speak loudly & clearly (but don't shout)
- Eliminate meaningless transition words like "um," "OK," "so...", "like", etc.

### 5. BE FLEXIBLE & SHOW YOUR ENTHUSIASM

- Don't wait for viewers to ask questions. You, as the researcher, should ask first: "I can tell you about my research in 1-2 minutes or less, would you like to hear?"
- Use attention-getting devices in what you present and speak. Ex: an interesting or fun fact
- Humor & enthusiasm about your research goes a long way. Ex: "I promise you won't be stuck here forever"
- Admit when you don't know something. Speculate with your audience and ask their opinion

## SPONSORS / CONTRIBUTORS

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