Poster Creation

RET Poster Presentation

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UNIVERSITY OF Cincinnati

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Dr. Millard Poster Review

- Communicating & Disseminating Science

- PowerPoint Templates (available for use):

http://www.med.uc.edu/graded/posterprinting/

Types of Posters

- **Research Poster**

  - Final Presentation

  - Technical but easily understood

  - Needed: Abstract, introduction, research methods, results, conclusion, references, acknowledgements

- **Lesson Plan Poster**

  - Final Presentation

  - Detailed but easy to follow

  - Needed: Abstract, goals & objectives, standards, activity/activities, background knowledge, conclusion, modifications, references, acknowledgements

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UC Branding

- http://www.uc.edu/ucomm/branding/
- UC set templates for use
  - UC logos and graphics
  - Templates for Word and Powerpoint
  - Templates for the Web | Web Policy
- A visible change took place in 2001 with the rollout of UC's branding initiative. The goals of the branding initiative:
  - build long-term brand equity
  - increase awareness of UC's quality
  - enhance credibility
  - celebrate diversity
  - generate powerful value perception
  - ensure continued growth

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Font Size for Posters

- 1.   12 pt font   Arial   (too small)
- 2.   16 pt font   Arial   (too small)
- 3.   18 pt font   Arial   (too small)
- 4.   20 pt font   Arial   (too small)
- 5.   24 pt font   Arial   (OK)
- 6.   28 pt font   Arial   (OK)
- 7. 40 pt font   Arial   (OK)
- 8. 54 pt font   Arial (OK)

Note: Remember to find the scale you are using with the poster template! (2x, 4x, etc…)

General Guidelines 1

- **Poster Design** (Suggestions):
  - http://www.aaas.org/meetings/Annual_Meeting/2008_boston/program/posters/
  - Adapted from the American Association for the Advancement of Science (AAAS) website

  - Use a crisp, clean design and a strong title.
  - Do not tell the entire research history.
  - The best posters display a succinct statement of major conclusions at the beginning, followed by supporting text in later segments and a brief summary at the end.
  - Feature: title, your name, the name of the institution where the research was performed, and credit others

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General Guidelines 2

- **MATERIALS** and **SIZE**:

    - Materials must be attachable to a 4'H by 8'W surface using binder clips. Poster size should be 36" x 60" (3' x 5')

- **FONT**:

    - All lettering should be legible from about 5 feet (1.5m) away. Text material should be approximately
    24 points (1/4", .625cm). (See previous slide)

General Guidelines 3

- **FRAME**:
    - A half-inch should extend as a frame around the poster

- **TITLE**:
    - The top of the board should consist of an easy-to-read title that includes the author(s) name(s) and program affiliation(s). The title lettering should be about 2" to 3" (5cm to 7.5cm) with subheadings 1/2" to 1" high (1.25cm to 2.5cm)

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General Guidelines 4

- **DESIGN**:
  - The component parts should be organized in a way that visually leads the viewer through the display.
    Leave some <u>open space</u> in the design

- **TABLES** and **GRAPHS**:
  - Use elements of different size and proportions. Convert tables to graphic display, if possible

- **COLOR**:
  - A large and/or bright center of interest can draw the eye to the most important aspect of the poster. Use color to add emphasis and clarity.

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General Guidelines 5

- **PICTURES**:
    - Make illustrations simple and bold. Enlarge photos to show pertinent details clearly. "INSERT" pictures from a file to prevent picture problems

- **TEXT**:
    - Displayed materials should be self-explanatory, freeing you for discussion of your work. Limit the amount of text you present. Avoid lengthy paragraphs describing procedural details, results or conclusions. Use an outline/bullet format.

- **JARGON**:
    - Avoid disciplinary and technical jargon whenever possible

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References & Acknowledgements

- Cite all SOURCES of information that appear on your poster as references

- Acknowledge EVERYONE that has helped with your poster as acknowledgements

- Err on the generous side when considering people and sources to add to your poster

Scanning

- If you need to scan any documents you can contact:

    - Ken Maxwell (513-556-5700 or maxwelljrj@gmail.com) at least 1-2 day(s) in advance of when the item needs to be scanned for poster use.

Printing

- You will get directions for printing when they are available

- Have your posters ready to print by
  Monday, July 27th

- Have your poster printed and ready to hand over to
  Andrea Burrows by
  Wednesday, July 29th by 5 PM
  …this is very important!

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Questions?

- What can I help you with?

- Contact me anytime regarding RET questions or comments

  – 513-556-1029
  – Andrea.burrows@uc.edu

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Sample Research Poster

- You will find both lesson plans and research posters at the following RET address:

- http://www.eng.uc.edu/step/ret/finaldayretposters.html

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Sample Lesson Plan Posters

From NSF GK-12 STEP Fellows:

- http://www.eng.uc.edu/step/posters/

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