CREATING AN ENGAGING POSTER

Karin Scarpinato, Ph.D.
Associate Dean for Research

Abstract Audience

Know the audience
Use visuals, where applicable
Make visuals strategically
Easy to read and follow

Organization
1. Introduction
2. Methods
3. Results
4. Discussion
5. Acknowledgments

Writing
Effective title
Articulate thesis statement
Large font
Color only for key words
Maps to correspondence at a glance

Conclusion
CREATING AN ENGAGING POSTER

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Abstract Audience
- Know the audience
- Be specific, where applicable
- Have visuals strategically
- Easy to read and follow

Organization
1. Introduction
2. Methods
3. Results
4. Discussion
5. Acknowledgments

Writing
- Effective text
- Clear, concise
- Use large fonts
- Use color only for key points
- Design to be read from a distance

Conclusion
- Summarize key points
- Highlight significance
- Call to action or next steps
Attract Audience

Know the Audience

Use visuals, where applicable

Place visuals strategically

Easy to read and follow
ORGANIZATION

1. Introduction
2. Methods
3. Results
4. Discussion
References
Acknowledgements
WRITING

Effective Title

Avoid Jargon

Minimize Text, use large text

Use color only to emphasize

Easy to understand at a glance
1. INTRODUCTION

* create interest
* state a clear hypothesis
* include visual on hypothesis
* only what is immediately relevant to understand the poster

2. Methods

* brief description
* include visual, if possible
3. Results
★ use visuals
★ has the hypothesis been confirmed?

4. Discussion
★ why is this relevant?
★ what do the data mean in the broader sense?
SUMMARY

* Have I ADDED to VIEWER’S KNOWLEDGE?
* Have I explained my METHODS?
* Have I told them WHAT I FOUND?
* Have I explained the SIGNIFICANCE?
* Does the viewer CARE MORE about the topic now?