Poster Development
Poster Development
Knowledge Check

Activity:

Write down any questions you have about poster development
Poster Development

The aim of this presentation is to cover:

- The Purpose of a Poster
- Understanding Poster Criteria
- The Message of the Poster
- Creating a Poster Abstract
- Poster Content
- First Draft Poster
- Poster Aesthetics
- Poster Dissemination
What is the purpose of a poster?

Visual and Textual Communication

Engaging

Stimulating

Informative

Encourage Conversation and Discussion

'A successful poster should also be eye catching and attractive'

(Van Emden and Becker, 2004, p.57)
Examples of Posters
Can you think of any examples of good or bad posters?

Where did you see the poster?

Why was it memorable?

Can you recall what it was communicating?

How did it engage you?

Did you talk to anyone about the poster after seeing it?

Did it use visual and textual communication?
Understanding Poster Criteria

Criteria

Word Count

Spacing

Sources

Referencing

Info Format

Sources

Referencing
Think of and use a strong title

Focus on the subject matter

Use robust supporting statements

Support with data

Re-affirm your points

Consider the audience
Creating a Poster Abstract

An abstract is a succinct description of your work

• Explain why your work is important
• Describe the objectives of your work
• Explain the methods used within your research/project/study
• State results, conclusions and recommendations
• Outline key words used
Poster Content
What to include

Your name / Student Number
A title
The module title
Institutional affiliations
References

An introduction
A brief overview,
Methods used
Your results
A conclusion,
A summary
Any acknowledgements

Visuals;
Images
Graphs
Tables
First Draft Poster

Have you considered how your poster will flow?

Have you chosen a layout which is easily readable?

Have you thought about where you can add your visuals? Ensuring that they are relevant as well as eye catching

Have you check you have included everything set-out in the criteria given?
Poster Aesthetics
Layout and Visual Aspects

Text Size
Headings
Simple Font
Avoid Chunks of Text
Diagrams
Blank Space
Use of Arrows
Lower Case
Colour Choice
Images

(Van Emden and Becker 2004, p.58)
Printed Dissemination
Printed / Online

Printed

Ensure that you print to the size outlined

Use high quality images – 300dpi

Keep in mind printing costs for your poster

Allow time for the printing of your poster – 2 days-2 weeks

Online

Allows you to reach a wider audience

Can be sued within an online portfolio

A wide range of sites to upload your poster to; personal blogs, Flickr, social media, SlideShare, ePosters.net

https://www.slideshare.net/  https://www.eposters.net/
Poster Dissemination
Accompanying Handouts

Summary of copy of your abstract

Some images from your poster

A narrative description

Smaller versions of your poster
Poster Development
Knowledge Check Revisited

Activity Revisited:

On green post-it notes write down everything that you feel already know about poster development – Add anything new you have learnt about poster development to your green post-it notes

On pink post-it notes write down any questions you have about poster development – We will revisit these at the end of the session – Have your questions been answered?

Feedback to the group
Poster Development

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References

