

## Tips for Preparing Your Presentation

### POSTERS:

Your poster presentation provides an important opportunity for you to tell your audience about your project, your methods/approach, findings, and the significance of your results (whether preliminary or final). You should be ready to answer questions about your poster. The tips outlined below are intended to guide you in planning your poster presentation. In addition to the tips below, don't forget to contact your mentor for more help. Your mentor can help you schedule a practice session where you can explain your poster and answer questions about it. This will help reduce your nervousness about your presentation.

NOTE: You will be provided with an easel, a 32" x 40" foam core board (that can be rotated to 40" x 32"), and mounting pushpins. You should come to the poster session at least 15 minutes in advance in order to hang up your poster. We recommend that you use PowerPoint to create your 'slides', print them out using a high quality color printer, and mount these pages to the foam core board. An alternate approach is to mount your work to several sheets of card stock (heavy construction paper) to matte them and then attach these directly to the foam core. Alternatively, you can print on colored paper. Some of you may have access to a large format printer, but it is not necessary to spend the money to have a large format poster prepared.

### Preparation:

- Start planning your poster well in advance so you will have time to make changes to improve it.
- Use your poster space wisely. Measuring the available space (32" x 40" or 40" x 32") on a wall in your room can help you determine how best to use the space and try different ways of laying out your text and figures.
- Your poster should be aimed at your audience. Audiences for the Buffalo State Student Research and Creativity Celebration range from people knowledgeable about your discipline to those that have limited, or no, prior understanding of your discipline and project. You must be present next to your poster during the event so you have the opportunity to interact with your audience.

- Your poster should be laid out in an orderly and easy-to-read manner. The poster should show what you did. Even if you are not there to explain elements of your project, your poster should provide enough detail to tell your 'story'.

### **Elements of a Poster:**

- Abstract and/or Introduction
- Methods/Approach to Study
- Results (Preliminary results if your study is ongoing)
- Discussion and Interpretation of Results
- Conclusions and Ongoing/Future Work

### **Poster Design:**

- Have a title that is large and easy to read in the upper left corner or as a banner across the top of your poster. Include the author(s) of your poster and identify your faculty mentor(s). Start with your abstract/background information under your title (left side of your poster) and progress down the left half of your poster. If you follow this format, your conclusions should be at the bottom right of your poster.
- Your poster should present an outline of your project—it is not necessary (or a good idea) to include extensive details and excessive writing on your poster. Keep your text concise and use visually attractive figures, graphics, and artwork to illustrate your project. Posters with too much text may be overlooked by the audience.
- Don't crowd your poster. You may need to focus your poster on the most important aspects of your project. Carefully consider what points you want to make and limit your poster to these points.
- Use font sizes that make your poster easy to read. It is recommended that you use font sizes of 18 point. Your poster title, authors, and major headings should use even larger font sizes (>24 point).
- Relate figures/graphics/artwork to text that describes them. If you are using PowerPoint to prepare your poster, consider using a combination of figures and text on a single 'slide'—this technique helps you combine the description with the illustration in a single box.