Designing and Presenting a Research Poster

Joseph L. Cheatwood, Ph.D.
Assistant Professor
Department of Anatomy
SIU School of Medicine
Posters

- Primary vehicle for presenting results and conclusions at meetings
- Common elements across disciplines, like a research paper
- Important that design meets needs and requirements
Posters

• Let’s try one! Please open Powerpoint.

• First, determine necessary dimensions.
  ➢ http://www.siu.edu/~reach/forum_guidelines.html

• Next, pick a layout that works for your needs.
  ▪ Use a template if you can
    ➢ Best: get an old poster from someone in your field
    ➢ http://www.siu.edu/~srrp/forms.html
Posters

• Choose a background color.
  ➢ Light colors work best.

• Enter your information into the template.
  ➢ Rearrange to suit your needs!

• Be sure to add contact info and funding data
  ➢ People who give you money and/or resources deserve to get credit.
Posters

• When you are done, send poster to printing house of your choice.
  • On campus: http://www.siu.edu/~image/
  • Off campus: http://www.makesigns.com/
  • Others
Poster and Presentation Tips

• “Sell” your poster. Why is this important?

• Interpret your findings. What do your data mean in the real world?

• Don’t be afraid of what anyone thinks of you. You are the expert on your project and should be confident.

• Speak calmly and clearly.
Poster and Presentation Tips

• Prepare to give a 2 to 5 minute outline of your poster.

• Also, be ready to go through the whole thing in detail. One or two people may want to know everything!