



TEXAS A&M  
**INTERNATIONAL**  
UNIVERSITY

# Developing Poster Presentations

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Dr. Alison Hadley

Dept. of Social Sciences

Anthropology

# Why a Poster Presentation?

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## POSTER

- Visuals are more important
- Interactive component
- Preliminary results, wanting feedback

## PAPER

- Research that lacks visuals
- Requires significant explanation of concepts/terms
- Final version of research

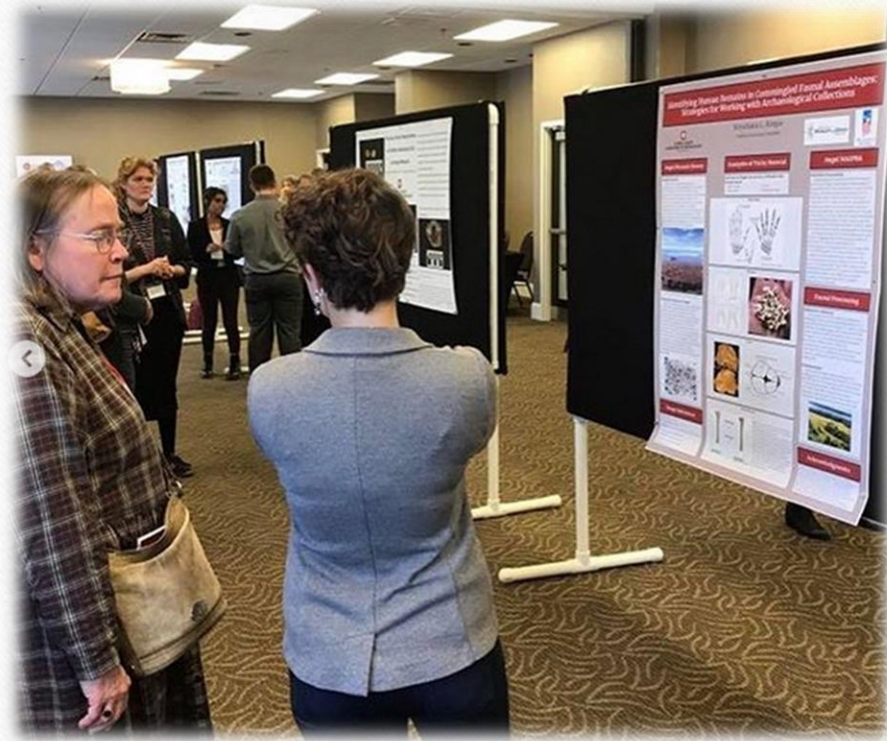
# The Poster Experience at a Professional Research Conference

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- Research team member stands by poster for a session, while attendees view poster
- If you capture someone's attention, you have 30 seconds to convey the overall understanding of the poster
- If they are interested, might spend more time
- Opportunity to make contacts and engage in meaningful dialogue with researchers
- Opportunity to connect with a larger audience

# First Steps:

- Consider your audience
- Know the guidelines, rules, and regulations (usually available when registering)
- Determine the materials that you need



# LBV Poster Guidelines

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- **SIZE**

- Trifold: 4 feet by 4 feet
- Printed: no larger than 36 in high by 48 in wide (3x4)

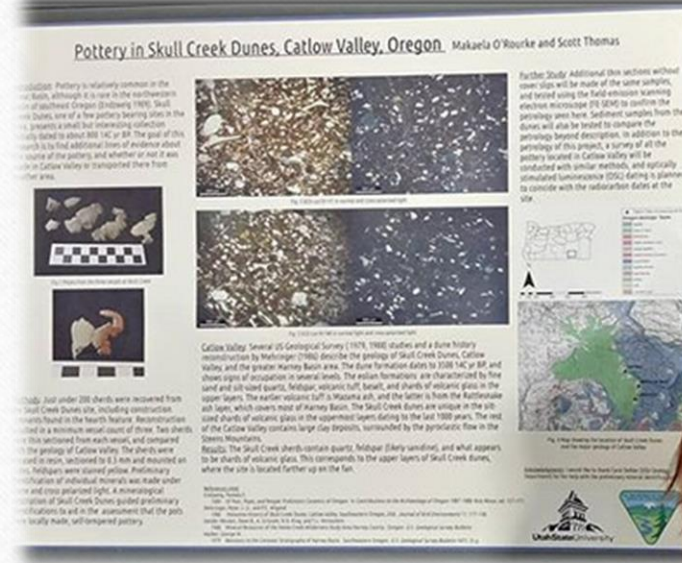
- **SUPPLIES**

- LBV will provide easels, foam boards, push pins, binder clips, for display
- Can request a table for things not displayed on poster (more on that later)

# LBV Poster Guidelines, continued

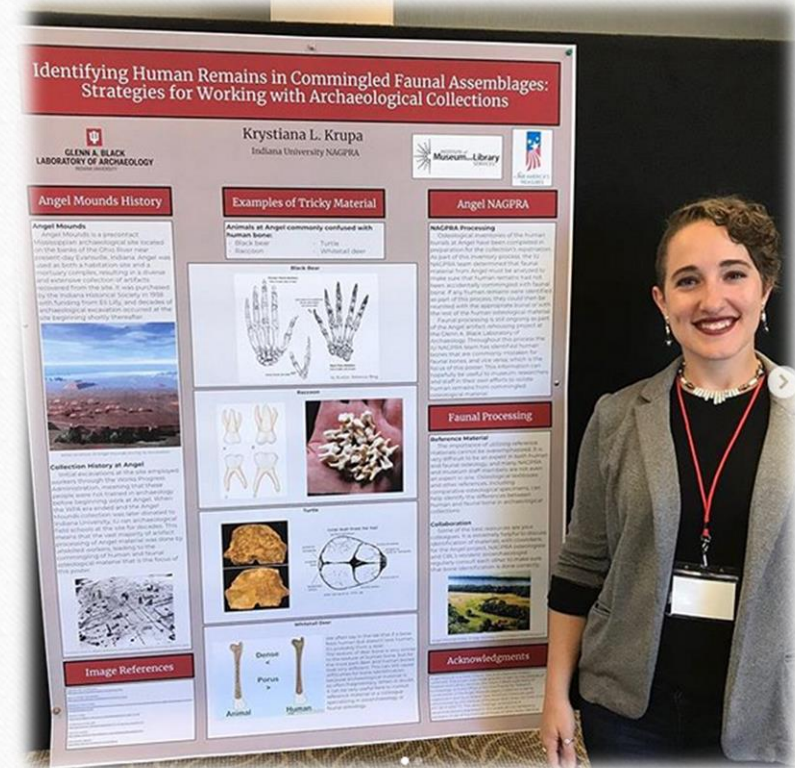
- CONTENTS

- Title (font no smaller than 48)
- Author(s) (font no smaller than 36)
- Abstract (font no smaller than 22)
- Text must include:
  - Introductory statement
  - Summary of project
- Enlarge photos and figures included in the text



# LBV Poster Requirements

- Must be set up 30-minutes before the poster session
- Authors must be present the entire time
- All posters should be removed after the session
- Attire should be business casual



# Extra Materials for a Table

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- Business Cards/Contact Information
- Copies of the poster
- Data sheets
- Bibliography
- Objects related to the research poster



# Starting your Poster

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- Create an outline, rough draft of poster content
- Use abstract to highlight important points
- Design your visual elements (graphs, maps, images)
- <https://www.posterpresentations.com/free-poster-templates.html>
- You can also use Publisher, Adobe Illustrator, and Photoshop

# Design

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- COLOR
  - Use sparingly
  - Stick to a few colors that complement each other
- FONT
  - Sans serif
  - Bigger is better, should be readable 6-10 feet away
  - Keep word count low
  - Be consistent

# Design, continued

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- You can use TAMIU brands and official colors
  - <https://www.tamiu.edu/newsinfo/office/identitytoolkit.shtml>
  - For brand use email: [aclamont@tamiu.edu](mailto:aclamont@tamiu.edu) or [prmis@tamiu.edu](mailto:prmis@tamiu.edu)
  - To change colors: design > variants > colors > customize colors

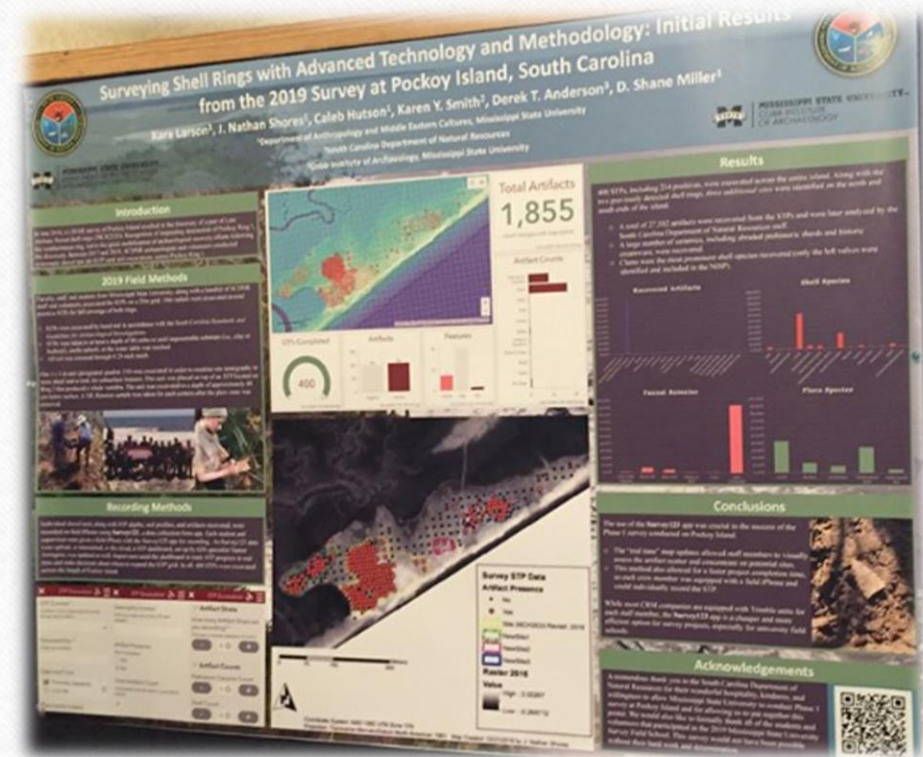
# Design, continued

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- Create columns for structure
  - Don't use text longer than 10 sentences
- Background should be light-colored
  - Need sufficient contrast between background and text
- Use headlines, bullets, numbering to make it easy to read
- Don't have dead space
- Label clearly
- Keep it clean – simple colors, background, and font

# Title

- Briefly convey the most interesting finding of your research
- Needs to be catchy to reel in attendees
- Pose a question, define project scope, hint at a major finding
- Short, sharp, compelling
- Don't use all caps



# Layout

- Make sure you have a logical layout and it is easy to follow
  - Organized with well-defined sections
- Use subheadings for each stage of your research
- Use numbers or arrows to move from one step to another



# Content

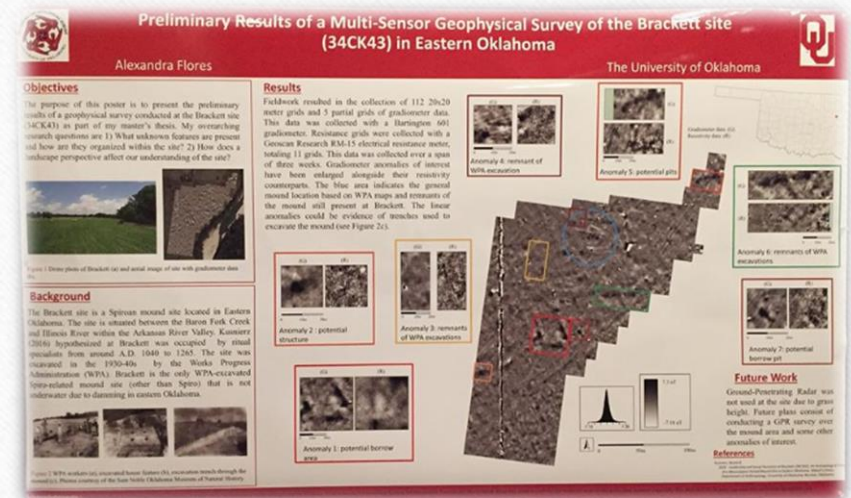
200 words or less

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- Subheadings:
  - Abstract
  - Objectives (less than 100 words)
  - Methods/Materials
  - Results
  - Conclusions
- Additional Subheadings may include:
  - Introduction
  - References or Citations
  - Acknowledgements

# Visuals

- Incorporate diagrams, graphs, and images when appropriate
- Don't make it too cluttered
- Save an PNG files before uploading
- Pictures should be at least 150 dpi
- Zoom in to 200% or more (if clear, then will print well)
- Watch out for copyrighting and low resolution
- Every visual needs a label and brief explanation, include scale or other relevant information





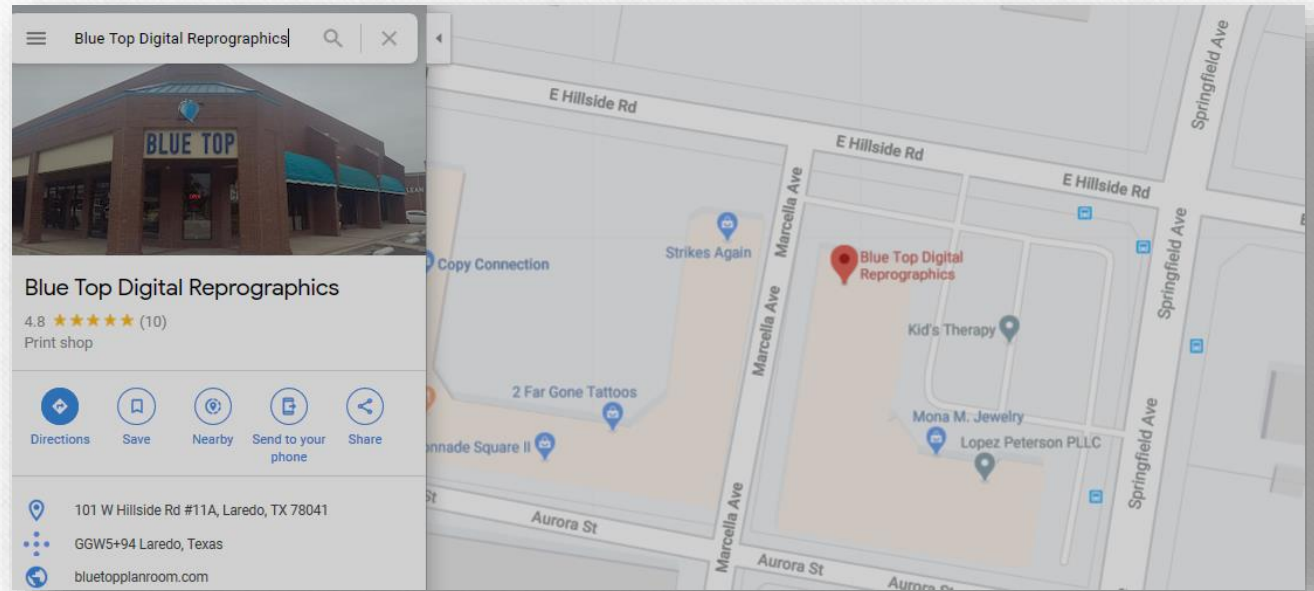
# Edit, Edit

- Have all of the team members go over the poster before printing
  - Check for typos, spelling errors, inaccuracies, issues
  - Double-check the size and amount of text and visuals
- Have an outside opinion for flow and clutter
- Most common mistake, making it too long



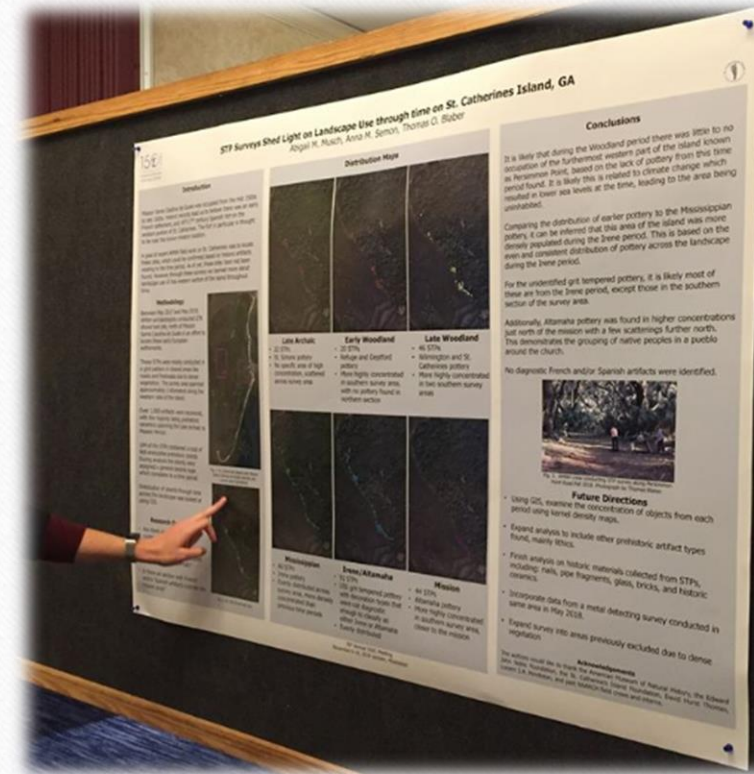
# Printing

- Export to pdf before printing
- Confirm the size
- Matte or gloss paper
- Plan ahead!!!
- Blue Top Digital Reprographics (open 9-5)
  - \$36 matte, 36x48 poster, same day service

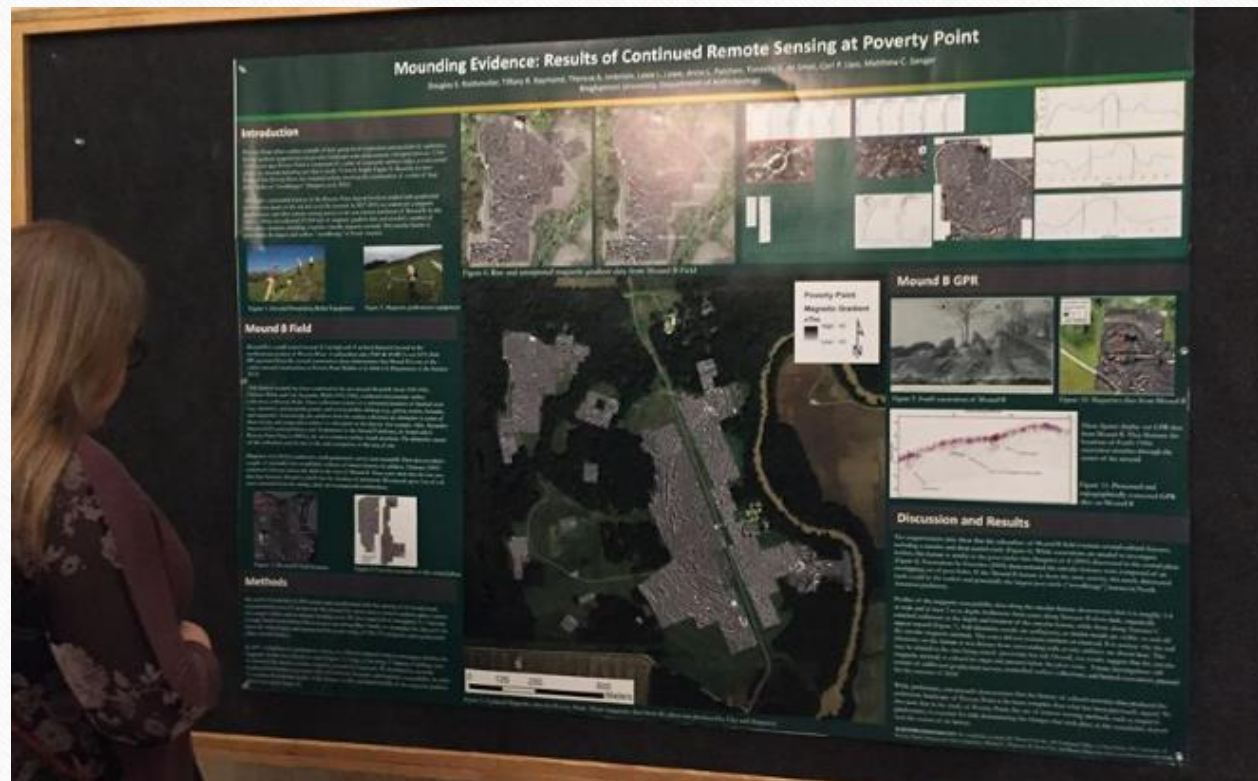


# Presentation Tips

- Have a 1-sentence introduction
- Also have a 2-5 minute descriptions of your research (“elevator pitch”)
- Expect and prepare for questions
- Be prepared with props and contact info
- Use a QR Code



# Questions, Comments, or Concerns



# References

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- <https://dukeahead.duke.edu/sites/dukeahead.duke.edu/files/u94/Poster%20Creation%20Presentation.pdf>
- <https://www.uvm.edu/four/tips-tricks-poster-presentations-0>
- <https://gradschool.unc.edu/academics/resources/postertips.html>
- <https://www.posterpresentations.com/free-poster-templates.html>
- <https://www.tamui.edu/newsinfo/office/identitytoolkit.shtml>