

Deciding on a Poster Presentation

Poster presentations are best suited making a point that is best conveyed **visually** (as opposed to orally).

*Resist the temptation to view a poster presentation as somehow inferior to an oral presentation. It's **not** inferior: it appeals to different modalities.*

What is meant by “Visual”?

Here, visual refers to the manner in which information is most naturally conveyed and comprehended.

Visual modes include:

- tables
- graphs
- bulleted lists (as you see to the right)
- illustrations (including screenshots of acoustic data)
- photographs

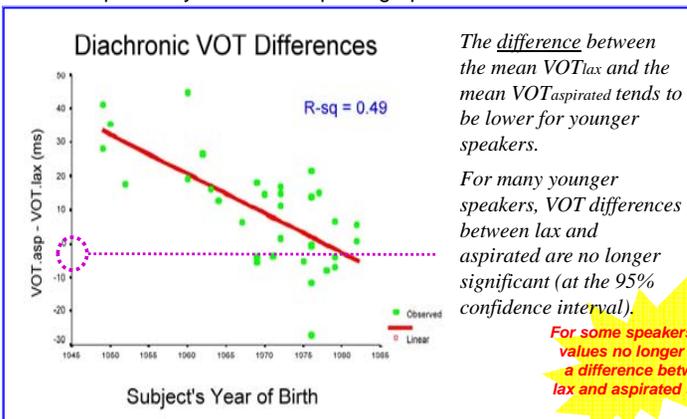
Poster graphics should:

- Convey a point quickly
- Be conceptually simple
- Avoid complicated formats (e.g., don't use 3-D images unless necessary)

If your story can be told effectively in visual formats, then a poster presentation may be the most appropriate vehicle for disseminating your research!

An Example of a Graph

With explanatory text and a “splash graphic”



Setting Up a Poster in PowerPoint (PPT)

1. Open a new file
2. Choose the blank page as your layout
3. Using the menus at the top of the window, go to File > Page Setup, and then enter the dimensions of your **final product**
 - These should be given by the conference organizers
 - A common size: 36" x 48"
4. Click OK
 - Ignore any complaints about how your dimensions are too large for the current computer

Laying Out Your Poster

PPT Basics

- The blank PowerPoint slide is the canvas upon which you will design your entire poster
- Use the zoom function to move in and out of your poster (View > Zoom)
- To move a box, select it and then use the arrow keys

Inserting Content

- To insert a chunk of text, create a text box: Insert > Text Box > Horizontal
 - keep text to a **minimum!**
- To insert graphics, either
 - create them directly in PPT by selecting the appropriate items under the Insert tab **or**
 - create them in other programs (Excel, SPSS, etc.) and copy them into PPT
- You will need to resize graphics many times

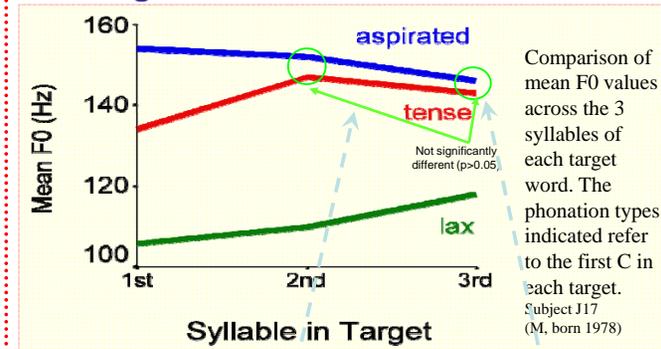
Formatting Advice

- Print title across the top @ 72 pts
- 3-column format (as done here) is optimal
- Headings: ~54 pts; Main text: 36 - 44 pts
- Light background with dark lettering
- Consistent color scheme

Basic Outline

- Central Claim / Main Point
 - Imagine that your reader will take in only the **first** paragraph; what should s/he learn?
- Background Information
 - Exercise restraint here; include only what's **really** necessary to understand the rest of the poster
- Methodology
 - Again, exercise restraint!
- Data
 - The heart of your presentation
- Conclusions
 - Don't simply restate your main point: contextualize your findings; what do they *mean*?

Guiding Your Audience



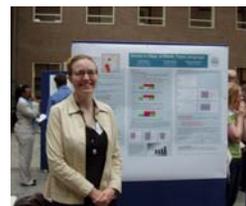
Don't be shy about guiding your reader to what's important by using arrows, splash graphics, circles, etc.

Printing Your Poster

- Prepare: library.uta.edu/dms/dms.jsp
- Go to: Digital Media Studio (Central Library, Basement)
- Bring: A drive with your PPT file
 - Avoid non-standard fonts. They may not exist on the DMS computers!*
- Ask for: Assistance
- Pay: \$4 - \$8

Printing Handouts

- Go to File > Print
- Select your regular printer
- Click “Scale to fit paper”



UTA Alumna Colleen Ahland in front of her Poster at the BeST Conference, Leiden, 2005