Creating a Poster Presentation

Julie Mitchell
Julie.Mitchell@ubc.ca
Learning Services Librarian
Chapman Learning Commons

André Malan
Andre.Malan@ubc.ca
Student Development Coordinator
Chapman Learning Commons

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a place of mind

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Overview

- Purpose & elements of effective posters
- Common mistakes
- Planning poster content and design
- Creating it in PowerPoint

Poster Purpose

- Succinct summary of work
- Visual representation of project
- Starting point for discussion
- Information source

Effective Posters

- Delivers a clear message
- Highly visual
- Easily read from 1-2 metres away
- Stand alone
- 20% test, 40% graphics, 20% empty space

Common Mistakes

- Too much text

- Small text

- Poor graphics

- Lack of organization

- Objective/main point hard to find

Planning: Content

- Determine
  - Essential concepts
  - Logical sequence of topics
- Organize material into sections
- Consider audience

Planning: Content

- Typical sections:
  - Introduction
  - Title
  - Methods/materials
  - Results/data
  - Implications/conclusions
  - Literature cited
  - Acknowledgements

Planning: Content

- Use active voice

- Omit needless words & edit ruthlessly

- Remove anything extraneous to focus point

- Find ways to represent text visually
  - Graphs
  - Schematic drawings
  - Arrows

Planning: Design

- Confirm poster guidelines with organizer
- Size and format
- Use columns: 3-4 typical
- Use consistent fonts
- Avoid ALL CAPS or <u>underlining</u>
- Use high quality graphics

Planning: Design

- Font size guidelines*
  - Title: 72-120 point
  - Subtitles (author names, school): 48-80 point
  - Section headings: 36-72 point
  - Body text: 24-28 point
  - Acknowledgements: 14-18 point

  *Note: If you will be doubling your poster size when coverting from Powerpoint to .pdf, cut these font sizes in half

Planning Design

- Covert feet to inches
- 6' x 4' = 72" x 48"
- Powerpoint allows 56 inches max (4.6 feet)
- May need to create it at half size
- Convert pdf to correct size

Creating in Powerpoint

Closing thoughts

- Hang poster square and neat
- Have a 3-5 minute presentation prepared
- Stay near your poster
- Plan ahead and allow ample time
- Have fun showing your work!