What is a Research Poster?
A Research poster is a visual presentation of your research study. Posters are a common medium of research display in the academic community.

An effective poster:
- Presents the research in a logically-organized way, reading from the top-left to the bottom-right corner of the poster.
- Utilizes the white space well so that it is not over-crowded or underutilized.
- Employs both text and graphics (figures, pictures, graphs, photos) to present the message in a balanced and visually-appealing manner.
- Uses large enough font-size to be read easily at a distance.
- Presents the information concisely, employing bullet points and selecting only the key pieces of information.
- Is complete and self-explanatory so that a viewer would understand the poster, even in the absence of a presenter.

Poster Specifications:
Content
- Well-articulated research question that addresses complex issue
- Key background literature that contextualizes the research
- Appropriateness of method to research question
- Persuasive, logically-organized research argument
- Logical, numerical, or illustrative support, checked for accuracy, currency and relevance
- Sound conclusion that offers an insight or original contribution to the field
- Citation of sources and graphics/photos, both in-text and in list of references

Organization
The organization/sections of the poster may vary depending on the disciplinary area. The following are suggested sub-sections of the poster, classified by discipline. Feel free to re-label or modify the sections, as appropriate to your research argument.

A poster on a science or social science topic may be organized into:
- Research Question
- Key Studies in the Literature (3-4 point summary)
- Method
- Results
- Analysis and Discussion
- Conclusion and Implications
- References (perhaps as a scannable QR code)
- Acknowledgements

A poster on a humanities topic may be organized into:
- Research Question/Thesis
- Theoretical Background
- Key Studies in the Literature (3-4 point summary)
- Approach
- Main Points of Logical Argument

- Conclusion/Significance/Future Directions
- References (perhaps as a scannable QR code)
- Acknowledgements

Layout and Format
- Try to use at least 18-point type in the body of your poster, and at least 40-point for the title
- Size the poster for a 1 meter by 1 meter display board
- Spell out acronyms if used
- Check accuracy of spelling, capitalization and punctuation
- Accompany tables or charts with bullets explaining major findings
- Use visuals only to support your argument, not for cosmetic effect

Poster Size: Please size the poster for a 1 meter by 1 meter display board

How to Create a Poster using PowerPoint:
You can create a poster easily using PowerPoint. Here are the instructions:

1. Set the dimensions for your PowerPoint poster in the following way:
   - go to the **Design**
   - select **Slide Size**
   - select **Custom Slide Size,** then insert the **width** and **height** dimensions (in inches) for your poster (1 meter = 39.37 inches)
   - Keep the no. of slides as 1
2. Add text and visual content to your poster, using the guidelines above
3. Save your poster as PDF when you are ready for printing
4. Print your finished poster

Poster Printing
Please print the posters at their own expense. For durability, select vinyl or wrinkle-free fabric, and water-resistant ink for printing.

Here is an interesting video, featured by Forbes, on new layouts for the research poster:

Morrison, M. (2019). How to create a better research poster in less time. In Eva Amson (2019). A Graphic Design Revolution For Scientific Conference Posters. *Forbes Media LLC*. https://www.forbes.com/sites/evaamsen/2019/06/18/a-graphic-design-revolution-for-scientific-conference-posters/#1318694a297c Retrieved on 20 October, 2019.