C6-LSAMP 2022 Poster Presentation Guidelines

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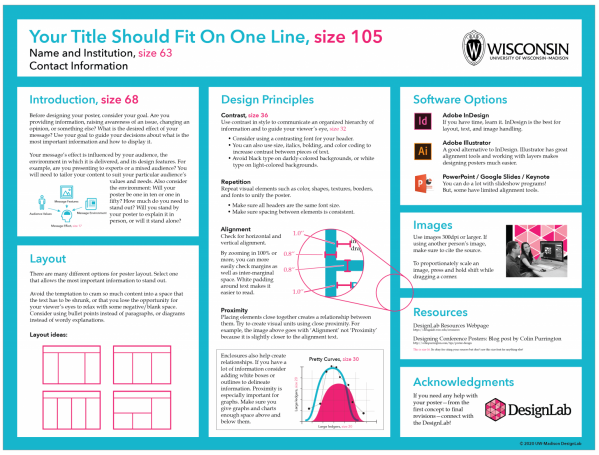
1. What is a Research Poster?

(https://guides.nyu.edu/posters)

Posters are one way that research and ideas are communicated in the academic community. Academic conferences usually include at least one poster session with dozens if not hundreds of posters. A research poster summarizes work in a concise and easy-to-read manner, and are a way to encourage discussion between researcher and interested parties.

Posters use some text (not a lot), tables, graphics, images, etc., in order to get the key points of a project across to a reader. This allows for face-to-face one-on-one or small-group discussions at the poster presentation – where the presenter stands near their poster and visitors can come up to view the poster and ask about it.



https://designlab.wisc.edu/resources/projects/posters/

2. What Goes in a Poster?

The following items (typically not all) are generally included in a poster:

1. Title, Authors, Affiliations
2. Abstract (not simply the abstract of your research paper)
3. Introduction/Background
4. Materials and Methods
5. Results
6. Discussion
   a. Limitations
   b. Conclusions
7. Future Work
8. References
9. Acknowledgements
10. Contact, etc.

Ten sections are a lot… so not all items listed are necessarily included in every poster. What are the critical sections for your particular presentation? What sections make sense to tell your story? You may have other section titles in mind.

Some items from the list at left may be combined, e.g., "Results and Discussion". Some items may be broken apart: "Materials" followed by "Methods", or not included at all; i.e., is "Abstract" needed? or is the introduction short enough to serve as an overview of the project?

3. What Makes a Good Poster? (https://guides.nyu.edu/posters)

Good posters should be easy to read and easy to understand. Not all the details of your project need be included in your poster. You want your audience to quickly get the gist of your project, and want to know more. Some key things to note:

- Important information should be readable from about 5-10 feet away
- Title is short and draws interest
- Word count is about 300 to 800 words (no more than about 1000)
- Text is clear and to the point
- Use of bullets, numbering, and headlines make it easy to read
- Effective use of graphics, color and fonts
- Consistent and clean layout
- Includes acknowledgments, your name and institutional affiliation
- Avoid crowding, too much text, small graphs, etc.
- Designers suggest that white (empty) space take up about 30-40% of your poster, with the rest split between text and graphics. When in doubt, select a graphic over text.

5. Questions to Ask Yourself (https://guides.nyu.edu/posters)

1. What is the most important/interesting finding from my research project?
2. How can I visually share my research with conference attendees? Should I use charts, graphs, photos, images?
3. If I am doing a talk at the conference, what kind of information can I convey during my talk that will complement my poster?

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6. Software

PowerPoint is one of the most common tools used to create posters. Other design software may be used, but PPT is generally available and easy to use. Here are some ideas for using PPT to create a poster: https://icue.as.ua.edu/undergraduate-research/poster-guide/ . The Resource section below lists web pages and videos that help guide you in creating posters with PowerPoint.

If you wish, you may use more advanced software, such as Canva, Adobe InDesign, or Adobe Illustrator.

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7. Elevator Speech

While not often required with a poster, it is a good idea to develop an **Elevator Speech** for your project. An **Elevator Speech** is a short introduction – about 30 seconds to 2 minutes (about the time for an elevator ride).

The Elevator Speech is used to introduce yourself, your project, and why the project is important. The goal is to get the listener to want to learn more about your project and you (!).

With respect to your poster, or a research paper, an Elevator Speech is an abbreviated version of your abstract. Someone will likely come up to your poster, and just ask you "What is this is about?" An Elevator Speech might be a good way to start your response.

You should think carefully about what will be in your Elevator Speech. You should be familiar enough with it so that you can say it naturally and with enthusiasm…. NOT as if you are saying it from memory. You want to share your excitement about whatever the topic is, and get you listener as interested in it aa you.

Here is a useful handout on elevator pitches from UCLA.

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8. Resources

a. Webpages

- http://www.personal.psu.edu/drs18/postershow/ - a great overview of designing posters
- https://guides.nyu.edu/posters – nice brief overview of designing posters
- https://designlab.wisc.edu/resources/projects/posters/ - University of Wisconsin DesignLab
- https://writing.colostate.edu/guides/guide.cfm?guideid=78 - lots of good information
- https://colinpurrington.com/tips/poster-design/ -solid and creative ideas

b. Videos

- https://www.youtube.com/watch?v=AwMFhyH7_5g - great overview on making, only 4 minutes!
- https://www.youtube.com/watch?v=HIzk6FGrHow - how to create a poster in PPT, 18 minutes
- https://www.youtube.com/watch?v=ZwiTqrVfDFU - general ideas on making attractive posters 11 minutes
- https://www.youtube.com/watch?v=1RwJbhkCA58 - ~19 minutes, very modern view on making posters
- https://www.youtube.com/watch?v=XDJeSj7u488 – design ideas from Univ. of Wisconsin (DesignLab above)
- https://www.youtube.com/watch?v=z13Y399DgSk – how to write a Successful Abstract (SACNAS)

c. Presentations (Google Slides from Cal Poly's Office of Student Research Summer 2022 workshops).

- https://tinyurl.com/osr-2022-research-question - *So, what is your research question again? Sharing what your research is & why your research is important in an elevator pitch!*
- https://tinyurl.com/osr-2022-PCAP - *From Research to Presentation, Co-Authorship & Publication – Your Next Steps!*

C6-LSAMP 2022 Poster Format
C6 Research Symposium, Oct. 14, 2022, Cal Poly SLO

NOTE: If you already have a poster from your research experience, there is no need to make a new one. If you wish to make a new poster, you may.

- **Templates**:
  - Some templates are here: https://drive.google.com/drive/folders/1q4sPTS8toMBQKDGwnMk8gkrz0V9C5LkT?usp=sharing
  - Do not feel you must use a provided template.
- **Orientation**: Landscape is preferred (wider than it is tall).
- **Overall Size**: No more than 48″ wide x 36″ tall, which is also the standard size.
- **Printing**
  - The poster should be printed on: (1) paper or cloth so that it can be clipped to a foam core board which will stand on an easel, or pinned to a cork board; or (2) printed directly onto a foamboard as part of the printing process.
  - Your campus printshop should be able to print your poster. If not the local FedEx store or a local printer should. Online options are also available.
  - If needed, we can print at Allan Hancock College.
  - Print as a PDF with a resolution of at least 150 dpi.
- **Recommended font sizes**
  - 72-144 pt for titles/headings (for most fonts, 72 pt = 1 inch; 144 pt = 2 in.). The title of your poster should be at least 1.5″ tall.
  - 24-44 pt for body text
- **Typefaces** (font types)
  - Use 2 typefaces, and never more than 3. Use a non-serif font for the titles, and a serif font for the text. A third font/style might be used for the figure/image/table titles.
  - **Times New Roman** and **Arial** are two standard typefaces (fonts) that pair well. While there are online tools for pairing typefaces, if the two typefaces that you chose look weird together, you likely need another pair.
  - Avoid weird fonts – they are difficult to read.
  - Black text is generally sufficient. Use bold face or a different color to
- **Color**
  - Your institution may have a required color palette (set of colors) and logos you must use.
  - C6 will not specify a color pallet, but you might want to use colors related to you community college (look for your college's Graphics Standards), or host institution.
  - http://www.personal.psu.edu/drs18/postershow/ has good ideas on choosing and using color.
  - Avoid too many colors, and colors that are harsh. Blues and greens are softer than yellows oranges and red. Dark colors draw the reader's attention to a particular part of the poster.
- **Logos**
  - Include the logo of your college and of your host institution.
  - If your work was funded by C6-LSAMP, include the logo of C6-LSAMP and of the National Science Foundation (NSF).
  - Logos for your college, NSF, C6, Cal Poly and UCSB are available on the Google Drive, https://drive.google.com/drive/folders/1q4sPTS8toMBQKDGwnMk8gkrz0V9C5LkT?usp=sharing in the file: c6_poster_logos.pptx.
- If hyperlinks are needed, display them as either short URLs or QR codes.
  - To create short URLs: https://tinyurl.com/ or https://bitly.com/
  - To create QR codes: www.qr-code-generator.com).

Poster Content

- Keep it simple. Include enough information to tells the general story, and key results, and why people should care. A poster is not a report.
- At the top of the poster, make sure to include a title, student name(s), graduate mentor names, mentor name(s) and affiliations.

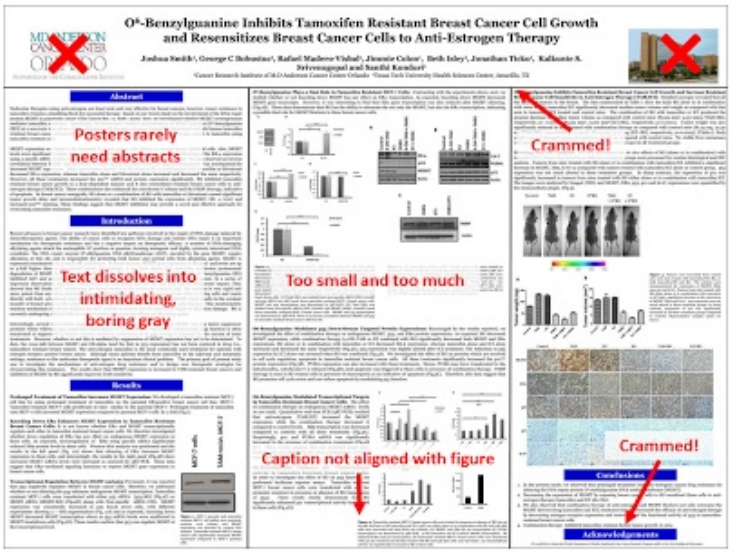
Students' Sense of Belongingness in Zoom Classrooms

Joe Student[1], Paige Turner[2]

[1]Local Community College, [2]Summer University.

- While the content of the poster will vary according to the traditions of your discipline and to the nature of your project and of your audience, you will want to include and arrange the materials in a way that tells a coherent and easy-to-follow story even if you are not standing near your poster. Emphasize the most important points and avoid overwhelming the viewer with too many details. Make the flow of the poster easy so the reader is drawn to look at the poster – and then want to continue to view it to the last section!
- In the Introduction, briefly summarize the background that led to this work and clearly identify the purpose or specific aims of the present study. If applicable, state the questions asked or the hypothesis(es) being tested.
- Provide sufficient detail of the methods or processes employed to do the work.
- The results or products may be effectively presented by tables, figures, illustrations and/or photographs. Make each stand on its own, so the viewer does not have to refer elsewhere on the display to understand the important message(s). Caption/title each table, figure, etc. If two or move curves appear on a single graph, directly label each; in other words, avoid a legend so the reader's eyes do not need to move back-and-forth.).
- In the Summary and Conclusion section(s), briefly explain the most important bottom lines and the major takeaways of your work.
- **Acknowledgement**. If you work was funded by C6 LSAMP, please include the following acknowledgement statement:

  This material is based upon work supported by the National Science Foundation under Grant Number 2110112. Any opinions, findings, and conclusions or recommendations expressed in this material are those of the author(s) and do not necessarily reflect the views of the National Science Foundation.



A poorly designed poster. Image and critique by Better Posters. Click here to find out why.