

POSTER PRESENTATION GUIDELINES

A poster presentation advertises your project. It combines text and graphics to present your project in a way that is visually interesting and accessible. It allows you to display your work to a large group of other scholars and to talk to and receive feedback from interested viewers. Poster presentation formats differ from discipline to discipline, but in every case, a poster should clearly articulate (1) *what* you did, (2) *how* you did it, (3) *why* you did it, and (4) what it *contributed* to your field and the larger field of human knowledge.

For this first “Meeting of the Minds”, students can present a poster or exhibit a poster. All students must register at 9:00AM in front of the theater in the Student Union (SMSU).

Students who will only exhibit a poster are asked to set their poster on the display tables or on an easel. These students can leave anytime. **Students who decide to present their research should stand next to their poster between 11:00AM and 1:00PM.**

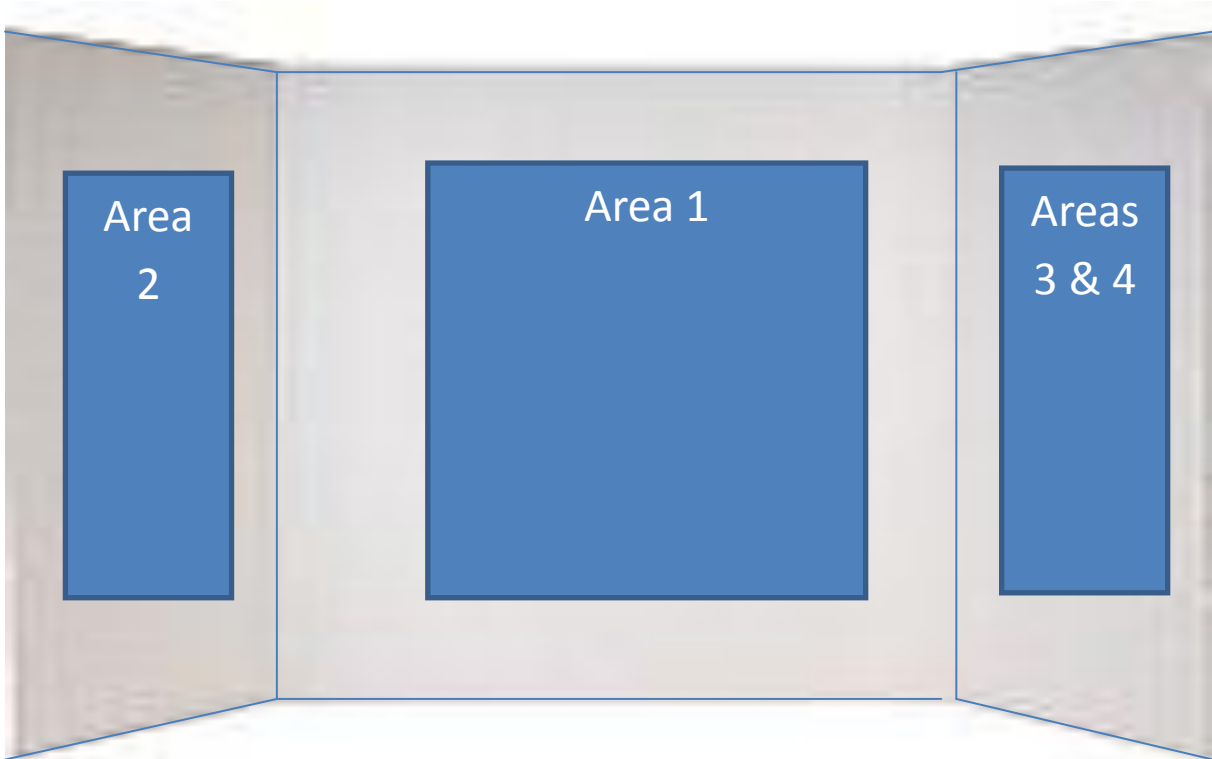
If you do not have a poster ready or presented, the OSR will provide free tri-fold design boards that opens to 36" x 48". These boards are made in sturdy corrugated materials.

Students interested in using a free OSR board must pick them up during the office hours (M-F 8:00 am- 5:00 pm) in **JB-459**(Accounting and Finance office) **between 4/23/2012 and 5/3/2012.**

We suggest that you divide your poster in 4 areas. The middle area is the general area that people tend to look first and is often used for the title, results, and conclusions (area 1)

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Secondary and supporting information tend to fall to the sides, with the lower right having the more minor information such as acknowledgements, references, and personal contact information (area 4)



If you already have a poster, let us know and bring it with you.

Poster: Make it easy to read

There are a number of tricks you can use to aid readability and emphasize crucial ideas. In general:

Use a large font. Don't make the text smaller in order to fit more onto the poster. Make sure that 95% of the text on your poster can be read from 4 feet away.

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Choose a sans-serif font like Helvetica or Verdana, not a serif font, like Times New Roman. Sans-serif fonts are easier to read because they don't have extraneous hooks on every letter.

Once you have chosen a font, be consistent in its usage. Use just one font.

Don't single-space your text. Use 1.5- or double-spacing to make the text easier to read.

Use bold, italicized, or colored fonts, or enclose text in boxes to emphasize only a few key words, phrases, or sentences. Too much emphasized text makes it harder, not easier, to locate important points.

Avoid using all capital letters which can be hard to read.

Make your main points easy to find by setting them off with bullets or numbers.

Remember your audience

Remember that your audience includes two groups, i.e.:

- ✓ Scholars and students from your general area and,
- ✓ Scholars, students, and community members who are not familiar with your area of study.

As such, make sure that your poster will appeal to everyone.

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If you decide to present your research, you should re-familiarize yourself with the larger project you're presenting. Remind yourself about those details you ended up having to leave out of the poster, so that you will be able to bring them up in discussions with viewers. Then, practice, practice, practice!!!!

Show your poster to friends, classmates, and your faculty sponsor before the day of the symposium to get a feel for how viewers might respond. Prepare a four- to five-minute overview of the project, where you walk these pre-viewers through the poster, drawing their attention to the most critical points and filling in interesting details as needed. Make note of the kinds of questions these pre-viewers have, and be ready to answer those questions. You might even consider making a supplemental handout that provides additional information or answers predictable questions.

Good luck!

The OSR