Significance of an Academic Poster

An academic poster is a graphically based approach for presenting your project work/research work in a visually engaging way without any detailed oral explanation from you. It is an excellent means of communicating your work because it is a pictorial representation that is more visual than any other form of presentation. The entire poster must be created on a KG card board.

Poster content

Posters typically include many of the sections listed below

• Title
• Team member names
• Introduction
• Motivation / Significance of the work
• Objectives
• Approach, process, or methods
• Expected Results
• Contact information (including mobile numbers and email id's of all team members)

Poster design and presentation:
* Minimize words
* Use graphs, charts, table as a tool for communicating ideas
* Make it colorful
* Be sure the text is in large font
* Be sure the contents have a logical flow
* Layout and headings must be visually stimulating
*Be organized: the design of the poster and the style of delivery must be organized in order to be effective.
*Practice presenting your poster and prepare a brief script
*The poster should be able to stand on its own as a clear presentation of your work, Be readable from about 4 - 6 feet away and clearly organized.

Poster should contain.....

The project title, Team member names, and where the work was carried out, in large letters centered at the top of the poster. Place your address, phone number and email address in the upper right-hand corner.

Laptops or extra aids may be used during a poster presentation

We suggest that you place a reproduction of the abstract in the upper left side of the poster, and use the headings "Introduction", "Methods", "Expected Results" to identify your poster layout. Include an acknowledgment section, containing anyone who helped you conduct this project.

Lay your poster sections in a logical order so that audience can follow your presentation. A good method is setting up your poster in a column format so that individuals interested can read your poster, 1st vertical, then top to bottom, and then left to right.

Use a type size that can be read easily from a considerable distance (4 feet or more). Try using a type between 14 – 20 pt. The title should be larger than the rest of the text. Select a legible font such as Times Roman, Times New Roman

Posters should stimulate discussion, not give a long presentation. Therefore, keep text to a minimum, emphasize graphics, and make sure every item in your poster is necessary.

Space your information proportionally: divide your poster either horizontally or vertically into three or four sections, and place your materials within those spaces. Like a layout of a magazine.

Design and layout specifications

- The entire poster must be created on a KG card board. The poster does not necessarily have to fill the entire working area.
- The board must be oriented in the "landscape" position (long dimension is horizontal).
- A banner displaying your poster title, name, and department (or class, if appropriate) should be positioned at top-center of the board
- Make it obvious to the viewer how to progressively view the poster. The poster generally should read from left to right, and top to bottom. Numbering the individuals panels, or connecting them with arrows is a standard "guidance system".
- Leave some open space in the design. An open layout is less tiring to the eye and mind.

Example Layout designs
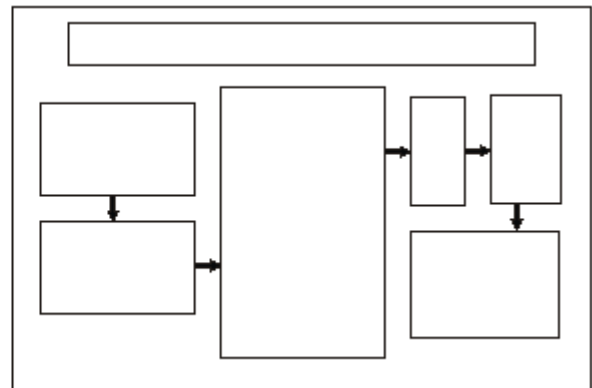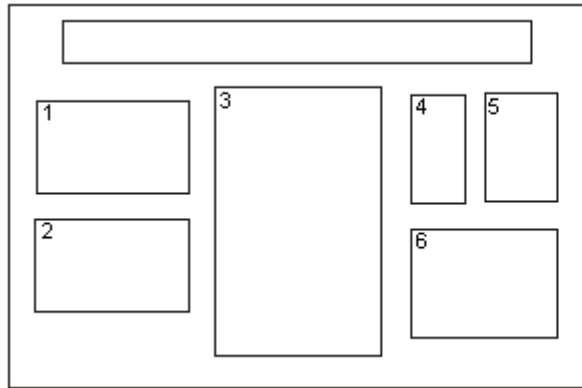
When designing a poster it is important to keep two things in mind: the scientific method and the audience. The scientific method is important because it directs the content of the poster.