

Poster Presentation

Oral Presentation

- ▶ The first stage of any oral presentation is preparation.
- ▶ During this stage you clarify your presentation's objectives, taking into account the audience who will be attending and the time you have available.

Objective

- ▶ Will you be discussing the project itself rather than its outcomes (for example, its problems, solutions, how you performed the project and so on)?
- ▶ Alternatively, you may be presenting the technical outcomes of your project to a more scientific audience.
- ▶ You should also consider the assessment criteria being applied to your presentation.

Audience

- ▶ The number and type of people who will be attending your presentation will have a significant bearing on its style and content.
- ▶ Will your audience be assessing you?
 - Are they your peers?
 - Are you hoping to inspire them with your work and persuade them to become involved with it?

What is a Poster Presentation?

- ▶ An academic poster is similar to a storyboard which can be used to present information to the audience (Hardicre, Devitt & Coad, 2007).
- ▶ During the process of poster presentation, the presenters stand beside the posters that they design, and present their academic findings or arguments verbally to the audience in conversations.
- ▶ In other words, poster presentations may act as an interactive platform for the audience and presenters, and facilitate knowledge exchange between the two parties (Ilic & Rowe, 2013).
- ▶ Since poster presentations are usually done in conversations, when the audience ask questions, the presenters may immediately clarify their ideas and listen to any suggestions for future research (Hess, Tosney & Liegel, 2009).
- ▶ This can help create breakthroughs in different areas of study.

<http://www.cityu.edu.hk/lc/app/poster-introduction.html>

Poster Presentation

- ▶ In some ways, poster sessions are better than oral presentations. You can interact more with people who are interested in your work (as they discuss the content of your poster with you) rather than having to follow a predefined presentation;
- ▶ They are less stressful (it is easier to stand by your poster and discuss your work than to present a talk to a roomful of people);
- ▶ You can focus on aspects of your work that you feel are most important as you discuss your poster face to face with others.
- ▶ You need to find a way to make your poster stand out so that people will be attracted to it

Content

- ▶ Regardless of your project topic, include these essential sections in your poster.
 - Title. Normally, this is your project title (or title submitted to the conference). The title should be catchy and not overly long.
 - Name and affiliation / course details / contact details as appropriate.
 - Introduction/overview/summary. This shouldn't be an abstract but an introduction to what your project is about – providing the audience with a general idea of what you have achieved and what the poster is about.
 - Conclusions. What are the main findings from your work, what is its contribution?

Font

- ▶ Use a proportional sans serif font for your poster – particularly for the title and headings, which need to be clear.
- ▶ In terms of font size, as a general rule of thumb, never use 12-point type or smaller for a poster.
- ▶ The minimum type size for poster text is 14 points, while titles and section headings will obviously need to be much larger.

Color

- ▶ The choice of colours can make or break your poster.
- ▶ While you may have got the content, layout and font correct, choosing clashing, garish colours or colours that do not contrast very well can make your poster unreadable.
- ▶ Softer colours tend to work well for backgrounds, while foreground text should be presented in bold colours to make it stand out.
- ▶ Make sure that the colours you choose for backgrounds and foregrounds contrast well.

Example

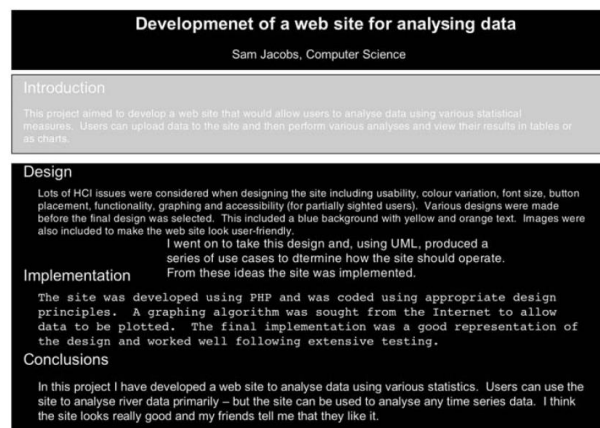


Figure 9.8 Example of a badly designed poster

Example

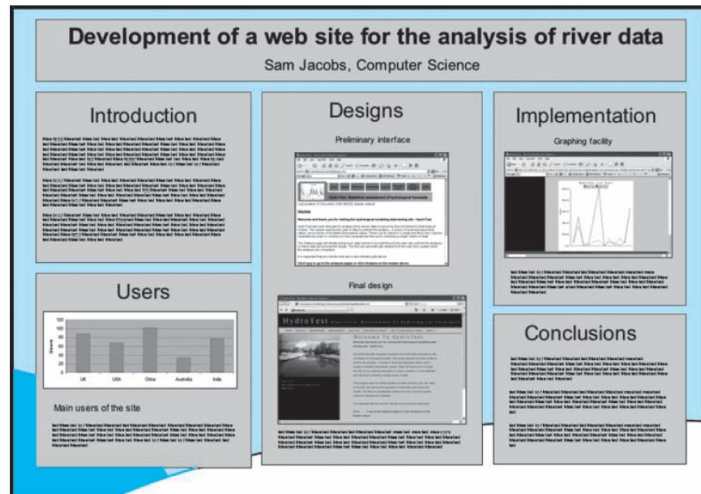


Figure 9.9 Example of a three-column poster with a coloured background

Poster Preparation Tips

- ▶ Use of IMRD structure (from introduction, methodology, results to discussion)
 - Function: To scaffold the research process/ To allow the audience to understand the rationale behind the study by following the footsteps of the researcher
- ▶ Make sure the poster is structured logically – flowing down through columns and from left to right.
- ▶ Keep equations to a minimum.
- ▶ For variety, use figures, tables, charts and other visuals.
- ▶ A poster made up entirely of text will not be engaging or attractive.

Poster Preparation Tips

- ▶ Be careful when using clip art or images in your poster. Sometimes, when the poster is printed out full-size, the images will become blurred.
- ▶ Make sure all graphs and charts are correctly labelled and can be read in isolation.
- ▶ Where figures and pictures are used, applying a border can enhance their appearance.

Example



Figure 9.15 Example of a photograph with and without a border

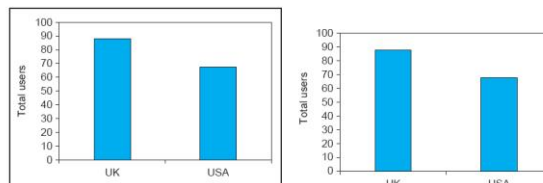


Figure 9.16 Example of a chart with and without a border

Class Exercise

- ▶ Each group shares with the class 2 of the most significant points you have learnt, referring to the video to demonstrate as well.
 - <http://www.cityu.edu.hk/lc/app/poster-introduction.html>

Structural Features during a poster presentation

- ▶ Greet the audience at the beginning as a gesture of politeness
 - Example: "Good afternoon."
- ▶ Self-introduction at the beginning to allow the audience to know more about the presenters' background.
 - Example: "I am Peter. I am a Year 2 undergraduate majoring in psychology."
- ▶ **State the contribution** made by the research **in the introduction** to demonstrate the value of the research and intensify the audience's interest in the presentation.
 - Example: "This study fills the research gap by shedding light on the reasons why incorporating games in college classrooms could increase students' learning motivation. It also suggests how teachers may engage their students through gamification."
- ▶ **Restate the contribution** made by the research **in the conclusion** to emphasize the significance of the research and to increase the sense of completeness
 - Example: "To conclude, this study has successfully illuminated the reasons why incorporating games in college classrooms could increase students' learning motivation. It also gives teachers new ideas about how to engage students in the classroom."
- ▶ Express appreciation at the end for the audience's interest and attention.

<http://www.cityu.edu.hk/lc/app/poster-structural-features.html>

Class Exercise to identify structural features

- ▶ Take a look at these 3
 - <http://www.cityu.edu.hk/lc/app/poster-script-samples1.html>
 - <http://www.cityu.edu.hk/lc/app/poster-script-samples2.html>
 - <http://www.cityu.edu.hk/lc/app/poster-script-samples3.html>

Class Exercise

- ▶ Pick one of the 3 sample videos to watch.
 - <http://www.cityu.edu.hk/lc/app/poster-video-sample.html>
 - Why are the 3 presenters successful in communicating with the audience?
 - Do you agree with the given points in the page?