THE ART & SCIENCE OF ACADEMIC POSTERS

OFTEN PRESENTED AT CONFERENCES AND/OR COMPETITIONS, A POSTER IS A VISUAL REPRESENTATION OF YOUR PROJECT’S KEY COMPONENTS

Draw & Hold Attention
By using a catchy & descriptive title, appealing layout, & enthusiastic presentation

Generate Discussion
By explaining your research’s significance, societal impact, & future prospects

Inform Concisely
By summarizing your research & providing one clear take-home message

Sections

Title
- Follow with author(s) names, department, & affiliation.
- Avoid abbreviations & jargon

Introduction
- Pitch hypothesis/research question and how you addressed it
- Tell the audience why they should care about your research

Methodology
- Identify & explain type(s) of data collection, equipment, & procedures used
- Keep it <200 words - using figures & graphs is especially useful in this section

Results & Discussion
- Explain your project’s most relevant & representative findings
- Use 2-4 graphs & figures to illustrate results

Conclusion
- Provide one brief, conclusive statement
- List future projections (where this research could lead)

References
- Include no more than five references
- Cite in the style of your discipline

Acknowledgements
- Recognize those who assisted you with the project/poster
- List all funding sources
- Mention any conflicts of interest
- Use institutional logos

Design

Text Formatting
- Keep text blocks left-justified, single-spaced, <10 lines long & 40 characters wide
- Use bulleted lists wherever possible
- Use a serif font (size 24 for body, 36 for headings) – must be readable from 1.8m (6ft) away
- Italicize rather than underline

Colours
- Use the University of Saskatchewan colour scheme* or find a suitable palette online
- Use colours in a consistent pattern/theme throughout the poster (e.g. if you use a colour for a heading, use it for all headings)
- Use colours to enhance your poster, not distract from its content

Graphs & Figures
- Use to illustrate processes, methodology, results, etc.
- Utilize open-source software such as Canva, Inkscape, Gimp, Gliffy, and Lovely Charts (among others) to create graphics
- Provide titles and captions for your graphs & figures
- Display only high resolution images (at least 300 dpi)

Layout
- Label each section clearly
- Ensure information flows from top-to-bottom/left-to-right & appears well-balanced
- Use 20% text, 40% figures & graphs & 40% blank space

For more information, visit:
www.research.usask.ca/undergraduate/resources