

Poster day is usually held between the last day of classes and the first day of exams in April. Students can also find some very helpful advice on the web including [how to prepare a poster successfully](#), a [poster planning tutorial](#), and you can look at some different ideas for the potential layout of a poster [here](#) (although the content is not psychological the general layout can be examined for ideas).

Keep in mind that these are possible examples of layouts and the space you will have to fill is not larger than about 3 1/2 feet (105 cm) in width and height when designing your layout (see handout for details).

On following 2 pages is a handout created by Prof. S. Murtha which was given to students in 2011 on how to create a poster.

Here are some pictures taken of the [poster day event for 2011](#) in the Vari Hall Rotunda

POSTER DAY 2011 HANDOUT

Part I: Poster day – April 3, 2012

Poster presentations: 1:00-3:00pm

Where: Vari Hall Rotunda

SET UP TIME: make sure you set up your poster by 1:00 which means you should probably arrive in Vari Hall about 15 minutes before. Bring stick pins.

- Size should be around 3.5' wide X 3.5' high (or 106 cm for length and width) make sure the text is visible from at least 1 meter away.
- Students can start setting up as early as 12:30
- Stick within visual distance of your poster, but please feel free to check out the posters of the other students and ask questions!
- You get your 5% for creating and putting up the poster, if there is no poster you do not get the 5%
- Posters are evaluated and the top two best posters will win a prize.

Important tips for the poster:

Find a Focus! Before you begin, find a focus for the poster and state it clearly: what was the central question of the study? Structure the poster around your main results and hypotheses (you don't have to present all of your data), and leave the rest for verbal discussion.

1. What to Include? (guidelines)

- Abstract
- Title (can be catchy)
- Introduction: Provide a context for the research presented. Build up to your purpose and hypotheses.
- Hypotheses: List clearly and separately using bullets or numbers.
- Method section: Clearly present the essentials.
- Results section: Clearly present the results (figures/graphs are more effective than tables) that answer your research question, and use text sparingly.
- Conclusion / Implications: State briefly in point-form what the main findings were. Comment on their importance or usefulness.
- References: Please keep at a minimum if you use them at all.

Be succinct: use as few words as possible to convey each idea. This means point-form and abbreviated sentences with key words rather than full sentences. This is a poster, not a paper, and so the dominant elements should be graphs and charts, not words. Avoid excessive prose and technical jargon, as these will not make you sound more intelligent, but just test people's patience. *Few people will stick around to read your entire poster (many will just glance at it and move on), so try to convey the MAIN IDEAS in as few words as possible to make sure people can grasp the main gist of your poster in 30 seconds or less.*

Don't cram too much information into the poster - this is a classic novice error. Don't talk about five or six hypotheses - rather, pick the 2 or 3 most interesting ones and stick to them. Determine a logical sequence for the material you've decided to include. *Do not try to include everything!*

Plan the Layout! Do a sketch first or plan it out using ppt (see instructions below). On a sheet of paper, mark out 3-5 columns under a title banner. Go to <http://www.psichi.org/conventions/samples.aspx> for different examples of layouts.

2. Assemble the Poster!

Title: Make it big and easy to read from at least 2-3 metres (> 6 feet) away.

Text: Use large headings and double-space the text. For highlighting important info, use bold, underline, size, or colour consistently. (large font, 28-32pt, that is legible from at least 1 meter (3 feet) away)

Graphs, Figures & Tables: Keep them simple, large, and easy to understand. A figure should have a figure caption and can have a title that draws attention to the main findings represented in the graph.

Poster background: Use a muted or neutral background colour. Bright background colours tend to be detracting. Colour and visual elements should be used to enhance the poster not detract from the poster. Matching colours are good, and different shades of the same colour are also good.

Be creative, but artistry does not substitute for content. The poster needs to be complete, flow well, and be well organized.

How to make a poster on one (big) powerpoint slide:

To make a poster on a powerpoint slide, open up a blank powerpoint file. Go to FILE - PAGE SETUP. In the Page Setup window, you'll see Height and Width sections. To make a 3'X4' poster, change the Height to 36 inches and the Width to 48 inches. Click Okay. The slide will then be magnified to that size, and to work with it you'll need to make frequent use of the magnification tool at the top of the screen (see the little box that gives you size percentage e.g. 14%? Change it to 100% and you'll see what the slide will look like in "real size").

On that big slide, each section (e.g. Abstract, Introduction, Hypotheses, Results) etc. can be created with little content boxes. You can make this easier by selecting a preexisting content layout and then moving or adding more boxes as needed. To create BORDERS on each box, double-click on the box's border and then, under the Colors and Lines tab, choose Line with a colour of your choice and press okay.

Handouts: you might consider preparing a few **handouts** (i.e., miniature copies) of your poster to give out to people who come by your poster. This is for people who have a serious interest in your work and who may like to reflect upon it later by reviewing your handout. In order to make these handouts, print out your powerpoint slide by scaling it to fit an A4-size page (click Print and then select "scale to fit paper" in the Print window).

3. **Printing**: you can print out your poster at places like Staples or Kinko's. You may need to email the slide to them in advance (in ppt format or pdf format, depending on their requirements). Do not leave the printing to the last day before Poster Day, since some printing services require a day or more notice. ***If you are getting one larger poster printed at a place like Kinkos, you may want to stick to black and white – it is much cheaper.***

4. Prepare a “walkthrough”

Be prepared to give a 3-4 minute talk about your poster where you guide a person through your poster.

Other RESOURCES

For further tips go to <http://www.katalyse.nl/links/presentations/poster.php>

Or see this **Poster-planning tutorial**:

http://www.kumc.edu/SAH/OTEd/jradel/Poster_Presentations/110.html

Part II – Pizza & other important stuff 3:00-4:00

Where: near the Vari Hall Rotunda (it will either be in the lecture theatre or 1152A

- free food at last! (a kosher pizza option will also be available)
 - poster prize winner announcement
 - important information on the next steps of the thesis process (thesis due date TBA for the 2nd reader worth 20% of your grade, Date TBA for the final thesis to be handed to supervisor).
- Please email ingridg@yorku.ca with any questions.