STUDENT RESEARCH SYMPOSIUM
Posters & Infographics

Poster Presentation Guide

Purpose of a Poster
A poster is a standard format for presenting results at science conferences but can be used to present research in any academic discipline. The poster presentation allows a number of researchers to present their work and get feedback from the audience immediately, rather than waiting for question-and-answer sessions after a talk, or for reviews from a paper. The poster format is often used to present research that is recently completed or soon to be so. Your faculty mentor can help determine the best professional standards within your discipline.

Your role as the poster presenter is to provide a tour through the poster's content. You will be on hand to provide answers to questions about the content of the poster during the symposium. At the end of the symposium, though, the poster may be on display for a long time after. Therefore, the poster must be sufficiently clear and complete so that anyone can follow the content and understand the conclusions even without a "guided tour" by the authors.

Preparing Your Poster

- Microsoft *PowerPoint* is an easy program for constructing your poster. All Simpson students have access to this program through the sidebar in Outlook. More advanced programs, such as Adobe Illustrator, could be used for those who are already proficient.

    - **Download** a template from PosterNerd (48"x36"): https://www.posternerd.com/sciposters-templates
    - **Start** PowerPoint and **Open** downloaded template.
    - **Using this template** is a safe option, but alterations *can be made* provided they maintain the approval of your mentor and the following guidelines.
    - **Select** and **delete** PosterNerd advertisement hovering above poster template.
    - You may see a prompt: "the current page size exceeds the printable area of the paper in the printer." It will offer three options: cancel, OK, and fix. Click "OK."
    - You can look at the poster at different sizes using the **zoom** function.
    - It is recommended that you **make copies** in order to preserve your progress.
    - Students may alter the poster template from those provided.
    - It can be confusing to write directly in your poster file. It helps to **create** a Word doc and only then paste your info into the poster's organizational structure.
    - **Drop** the Simpson logo image file onto the PowerPoint. Position on the header.
        - **Portrait:** https://tinyurl.com/2p6x47zm
        - **Landscape:** https://tinyurl.com/3dtmjub8

A poster typically will have: (again, consult with your faculty mentor for best practices)

- an abstract, outlining the goals of your research
- a brief introduction to the particular research you are presenting

- a description of methods used in the research
- the results of your research, which should be the bulk of the poster
- a discussion of the research results
- all conclusions drawn from your research
- a bibliography or your works cited on the poster
- potentially: future directions for related research.

Submission Guidelines

- Keep a 1-inch margin around the content of the poster, to prevent clipping of text and graphics when you print.
- Place the title prominently at the top of the poster board to allow viewers to identify your paper, in at least 48-point font. Larger titles are better for getting attention.
- Highlight the authors' names just below the title so that readers know who created the poster, and to whom to ask questions.
- Poster text and figure captions should be at minimum a 24-pt font and titles and other headings at least in a 36-pt font.
- A serif font (e.g., Times New Roman) is often easier for reading main text, and a non-serif font (e.g., Arial or Helvetica Neue) is most legible for headers and figure labels. Do not vary your fonts too much, though, and avoid the use of Comic Sans font.
- Organize the presentation so it is clear, orderly, and self-explanatory. People may read the poster without guidance from the authors long after the symposium is over.
- Avoid cluttering your poster with too much text. Use phrases and bullet points rather than entire sentences and paragraphs. Label different elements as I, II, III; or 1, 2, 3; or A, B, C, to make it easier for viewers to follow your display.
- Prepare tables, diagrams and charts **legibly** in a size sufficient to be read at a distance of 2 meters. If people cannot read it from a short distance away, how will they know if it's interesting to them?
- When working with graphs or charts, use different colors and symbols for each line or bar.
- Be judicious with the use of different font sizes, styles, and color, in your poster. The use of color should *emphasize* the main points of your poster, not obscure them by turning the poster into a difficult-to-read jumble of colors and fonts.
- Avoid the use of gradients or backgrounds in your poster. They do not print well, often obscure the text, and add to the size of the finished file.
- Note that the colors you select for your poster on a computer screen will not necessarily translate to ink-on-paper. Some color combinations only work on screen or on paper, not both.
- Include the background of your research followed by results and conclusions. A successful poster presentation depends on how well you convey information to an interested audience.
- The cost of printing has typically been covered by Simpson. Be mindful of file submission deadlines.

Infographic Presentation Guide

Purpose of an Infographic

An infographic is an effective visual format for conveying complex research findings in a clear and engaging way. It is suitable for any academic discipline, but it is better suited for some research projects more than others. By using a blend of graphics, icons, and succinct text, infographics can communicate the core elements of a project *at a glance*, making it easier for an audience to grasp key insights quickly.

Infographics are particularly beneficial at conferences where researchers want to highlight their work in a visually appealing manner, to facilitate immediate feedback, and to make research more accessible.

Your role as the infographic presenter is to provide a tour through the infographic's content during the symposium. At the end of the symposium, though, the infographic may be on display for a long time after. Therefore, the infographic must be sufficiently clear and complete so that anyone can follow the content and understand the conclusions even without a "guided tour" by the author(s).

Submission Guidelines

When submitting an infographic for academic purposes, adhere to the following guidelines:

- **File Format**: Submit the infographic in a high-resolution image/PDF format to ensure quality reproduction. A high-quality pixel resolution would be: 4400px x 6800px
- **Dimensions**: Ensure the infographic meets specified size requirements: 11" x 17".
- **Content & Design**: Infographics take advantage of the ability of a wider range of creative relationships between design and content. The image of a tree, for example, might structure the "roots" of an idea, the "trunk" of political support, and the "leaves/fruit" of the idea's impact on society. Presenters should consider the critical balance between the graphic's *impact* and its clarity. Common elements (even if not labelled such) include:
    - **Title**: State the thesis/topic prominently in the infographic.
    - **Evidence**: Use logical connections to organize a sufficient amount of evidence to support your thesis. The more information in your infographic, the better your organizational schema must be to clearly focus the audience's attention on key points.
    - **Call to action**: infographics often function like advertisements (not always), and as such, typically feature "action" suggestions for further investigation/engagement.
    - **Conclusion**: Summarize findings or insights. This may blend with call to action.
    - **References**: Include vital citations for data sources *and images* at the bottom of the infographic.
    - **Bibliography**: A separate page listing your fuller bibliography (simplified citations may used be on the infographic itself).

- **Design Elements**:
  - **Color Scheme**: Use colors and shapes as "tools" to aid in focus, organization, and attractiveness. Consider high contrast for readability and accessibility.
  - **Typography**: Select fonts that are legible and professional; avoid overly decorative styles. Using many fonts may ruin the unified look of your infographic.
  - **Images and Graphics**: Ensure all visuals are high-resolution and relevant to the content. Don't forget to cite image sources/copyright.
  - **Resolution**: Consider the legibility of the final print (for reference, compare with poster ads for college events).

Submission Process:

- **Deadline**: Adhere to submission deadlines when available on the Simpson website.
- **Submission**: Use the links on the current SRS event page or email, following any instructions provided. Please stay in contact with your faculty mentor.
- **Contact**: Provide contact details for any necessary follow-up.
  Printing: The cost of printing has typically been covered by Simpson. Be mindful of file submission deadline (approximately 2 weeks before the symposium).