Preparing for a Poster Session

Moorpark College Criteria for judging Poster Projects:

<table>
<thead>
<tr>
<th>Informative</th>
<th>Design</th>
<th>Scholarship</th>
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</thead>
<tbody>
<tr>
<td>• The topic is clearly presented and defined</td>
<td>• Poster lay out [on 4’ x 8’ board provided] is well organized</td>
<td>• There is evidence of careful detailed research</td>
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<tr>
<td>• Relevant issues are clearly highlighted and described</td>
<td>• Material is creatively presented</td>
<td>• Demonstrates use of appropriate methods and practices of discipline</td>
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<tr>
<td></td>
<td>• Poster lay out is neat, visually appealing and readable</td>
<td>• There is evidence of critical analysis and interpretation</td>
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<td></td>
<td>• Diagrams, maps, charts, drawings are clear and utilized well</td>
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Informative means?????

• A “poster Narrative”
• Main message of the research—thesis
• Focus on the data and “findings”
• Edit—select words wisely

How is Scholarship shown?

• Evidence based research
• Show evidence of the process
• Use terms form the discipline
• Examine your analysis and findings for validity (no assumptions, hasty or over generalizations, no logical fallacies)
• Cite sources!

What are the elements of effective design?

• Visual Grammar: “graphic hierarchy that helps readers identify your main points”
  • Levels of Heading (APA offers one model)
  • Use of Key words and brief explanations
  • Graphics as words
• Balance and Whitespace: Use images but also use emptiness. (see next page)
From North Carolina State University:

“Your poster should have a good visual balance of figures and text, separated by white space. Balance occurs when images and text are reflected (at least approximately) across a central horizontal, vertical, or diagonal axis. This axis is known as the axis of symmetry.”

Consider a columnar format: eyes travel down the poster and then left to right.

Image from North Carolina State University. They have a nice resource found at: http://www.ncsu.edu/project/posters/NewSite/index.html