Preparing for a Poster Session

Moorpark College Criteria for judging Poster Projects:

Informative
- The topic is clearly presented and defined
- Relevant issues are clearly highlighted and described

Design
- Poster lay out [on 4' x 8' board provided] is well organized
- Material is creatively presented
- Poster lay out is neat, visually appealing and readable
- Diagrams, maps, charts, drawings are clear and utilized well

Scholarship
- There is evidence of careful detailed research
- Demonstrates use of appropriate methods and practices of discipline
- There is evidence of critical analysis and interpretation

Informative means????

- A "poster **Narrative**"
- Main message of the research—thesis
- Focus on the data and "findings"
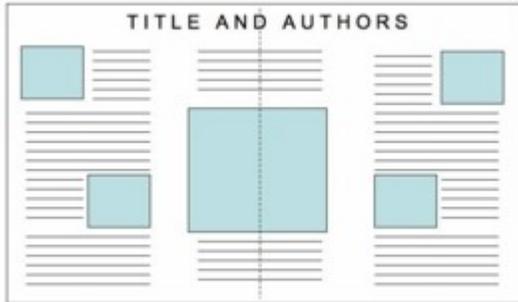- Edit—select words wisely

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)
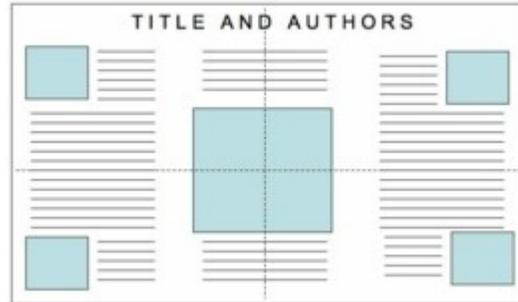- Cite sources!

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)
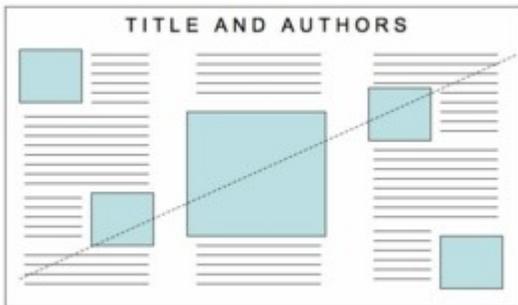
From North Carolina State University:

"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."

Horizontal Symmetry

Horizontal & Vertical Symmetry

Diagonal Symmetry

Asymmetry (not such a good choice)
(text-heavy on left, image-heavy on right)

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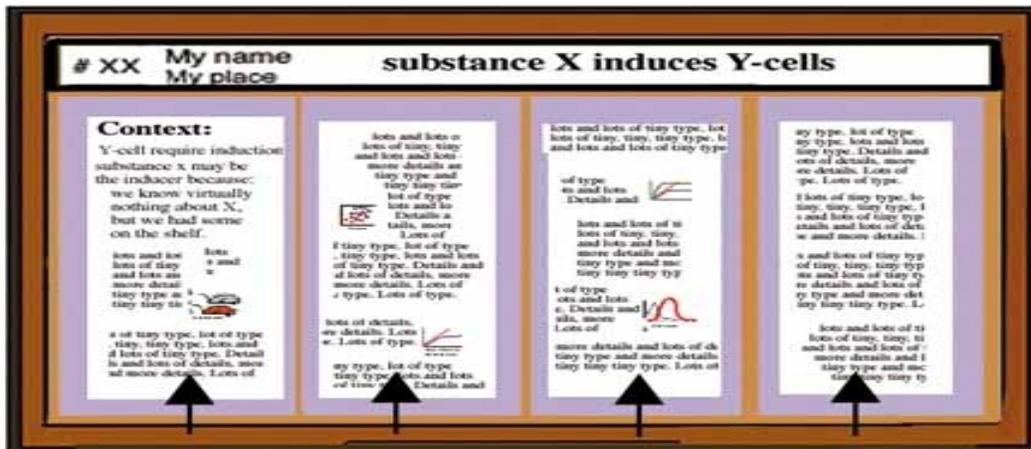

Image from North Carolina State University. They have a nice resource found at:
http://www.ncsu.edu/project/posters/NewSite/index.html