

DESIGNING A RESEARCH POSTER -SUMMARY



THE BASICS OF RESEARCH COMMUNICATION

- 1 What is your message?
- 2 Who are your audience?
- 3 What is the environment in which you will engage your audience?
- 4 (How) can you measure your impact?

LAYOUT AND DESIGN

- Most important point (findings) should be the biggest
- Use one, easy to read, typeface throughout
- Develop a title that provides information and grabs attention
- Don't use too much text
- Use pictures and graphics to convey your message

PRESENTING YOUR POSTER



Prepare a short and sweet 'elevator pitch'...



... but also be prepared to have in depth discussion with those who are interested



View it as a two-way discussion; you can learn about the other person's work and get their feedback on your work.



Use the opportunity to network!