

Activity ➔ 28

Producing an effective argument

STUDENT HANDOUT

The following list provides guidance for those of you who are new to poster presentations.

- Poster presentations are used to share information with peers. They present complex material in a user-friendly, accessible form that should be laid out clearly and legibly. Close attention must be paid to both content and visual appearance.
- There are different styles of poster presentation (different templates are available, depending on the software used). Examples include:
 - one-piece posters that are produced in A3 or A4 size and enlarged at the print-out stage;
 - panel styles that incorporate a number of separately produced panels or pages that are printed and mounted on a background;
 - column styles that present information in columns arranged in a logical sequence;
 - digital posters that are projected rather than printed (static or dynamic).
- Before producing your poster consider the following:
 - know your audience and pitch content accordingly;
 - work out the specific point(s) you wish to get across;
 - keep focused on the topic and ensure that you concentrate on the specific point(s);
 - work out an explicit 'take-home' message, clear conclusion or summary of implications.
- When designing your poster consider the following:
 - keep words to a minimum and language simple and clear;
 - ensure the font is suitable and large enough to be read at a distance;
 - don't mix too many fonts and font sizes;
 - structure it well, with appropriate titles, headings and sub-headings and a logical flow (keep connected items together);
 - make it visually stimulating;
 - ensure there is plenty of open space (or white space);
 - make it colourful but don't mix too many colours and use bright colours sparingly;
 - high contrast helps text to stand out (notice that screen and paper may look different);
 - use charts, graphs, diagrams, illustrations or photographs, if possible (simplify them, remove non-essential information, crop and edit, adjust colour and contrast, where appropriate);
 - ensure all work is acknowledged and include references, when required.
- One of the most important aspects of poster presentations is the opportunity for creativity. Therefore, ensure that you produce a poster presentation that is exciting and creative, in addition to being interesting and informative.