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Scientific Poster Guidelines

Poster Goal

Creating a poster goal is one of the easiest ways to share your findings to the general public. It provides an overview that encourages your audience to ask you more questions and become more engaged with your project.

Creating the Poster

Posters will be created using the provided Google Slides/PowerPoint templates. It is important to remember that posters must be converted to a PDF in order to be printed. The deadline for submitting posters is _____.

Part I. Key Parts

The word length of the poster should be approximately 800-1,000 words total. By aiming for 200 words per section, that leaves approximately 200 words for graphs or other captions for your visuals.

1. **Title:**
   This should briefly convey your interesting research idea and the general experimental approach. Titles should be 1-2 lines, but catchy. Consider including your conclusion, something interesting about the project, or the community that you focused on improving.
   Your name and the name of your school should go below the title in a smaller font.

2. **Abstract:**
   Assume that people who speak with you or read your poster know nothing about your topic. Begin with a sentence or 2 to interest your viewer. Use as few acronyms and definitions as possible (this is difficult, but you can do it!). If you must use acronyms, provide what it stands for to improve clarity.
   Include your hypothesis and briefly explain the approach you took to test your hypothesis. Keep it brief because there will be a section dedicated to your methods later on.

3. **Methods and Materials:**

   Briefly describe the materials used and the procedure you followed. Use figures (tables or graphs) to illustrate the experimental design, or include a photo or a labeled drawing of the set-up. If any statistical analyses were used, mention how they allowed you to address the hypothesis.

4. **Results:**

   Start by stating if your methods worked or not. Also explain qualitative and descriptive results. Your second paragraph should present how your data supports or rejects your hypothesis. Refer to charts or images. Any charts or images included on the poster should have legends or captions that could stand on their own (imagine that the viewer only reads the legend or caption and doesn't see the image). This is typically the longest section. The 200 words for this section does not include the legends and captions.

   If you're including images, make sure that they are relevant and high-resolution, or they may not be clear when they're printed at a much larger size. To prevent this, zoom in very close to see if they are blurry or pixelated.

5. **Conclusion:**

   Remind the reader of your main result and whether your hypothesis was supported or not. Assume they skipped the introduction and try to convince them that the outcome is interesting.

6. **References:**

   Any papers or resources that you used should be included here. You should have at least 2 references. They should be cited in APA format. Purdue OWL is a good resource for learning how to cite properly.

7. **Acknowledgements:**

   Thank individuals for their contributions (equipment donations, statistical advice, mentoring, comments on earlier drafts of the poster).

Part II. Converting to a PDF

If you're using Microsoft PowerPoint…

Option A

1. Click "File" → "Export" → "Create PDF/XPS Document" → "Create PDF/XPS"
2. Make sure your file is named what you want it to be in the box next to "File name:"
3. Make sure the box after "Save as type:" says "PDF". If not, click on the box and select "PDF" from the drop-down menu
4. Out of the 2 options after "Optimize for:" select "Standard (publishing online and printing)"
5. Click "Publish"

Option B

1. Click "File" → "Save As"
2. Make sure your file is named what you want it to be in the box under "Downloads"
3. The box underneath the file name is the file type. It is probably defaulted to "PowerPoint Presentation (*.pptx)". Click on the box, and select "PDF (*.pdf)" from the drop-down menu.
4. Click the "Save" button next to the file type box.

If you're using Google Slides…

1. Click "File" → "Download" → "PDF Document (.pdf)"

If PDF is not an option, follow these instructions:
https://www.juniata.edu/offices/print-shop/how-to.php#1