

- *Know your audience*
- *Be aware of size requirements*
- *Identify central message*
- *Organize your information*

## KNOW YOUR AUDIENCE

- Showcase audience is general audience/ public, rather than specialists/ experts
- General audience requires use of plain language and explicit context for your project

## BE AWARE OF SIZE REQUIREMENTS

Specific size requirements for Showcase posters: 12”-24”-12”;  
three-fold poster; total poster is 36”Wx48”H. This determines:

- What you can fit
- What you have to leave out/ edit
- How things will be organized

## IDENTIFY CENTRAL MESSAGE

Determine the single most important message or theme by asking yourself: What is the one idea I want my viewer to know about my research or walk away with? State your message and the conclusions that support your message clearly and concisely:

- This message should be reflected in the title and supported by the content of the poster
- Everything on your poster should relate back to this message—if it doesn’t reinforce your message, leave it out

## ORGANIZE YOUR INFORMATION

Regardless of what kind of project or method you use, you should always divide your info into chunks or blocks—this allows the poster to stand on its own, without you there, so a viewer can logically understand your research project. The major sections of information you will put on the poster should support the central message—stay focused on your research message and only include the essentials.

**Poster Title:** short, descriptive, and specific (may be different than your paper/project title)

**Name(s):** of you and members of your group, faculty member’s name, course title

**Introduction:** this is a quick overview of your poster—includes relevant background info as a context or understanding central theme



Click to see entire poster

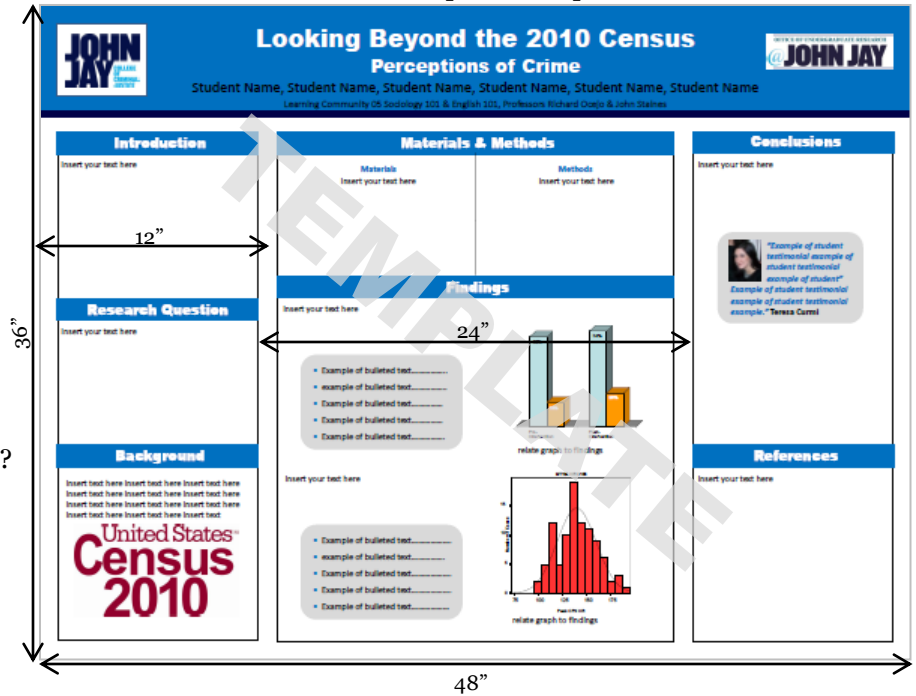


**Objectives, Aims, Goals, or**

**Problem:** state problem, question, hypothesis, thesis

- What is the research question or problem being explored by your research?
- What is the significance of your study? (in the discipline and/ or to society)
- For some projects, this might be a “Questions for Analysis” section
- Background: some posters include a background section
- Why are you doing this project or what prompted you to undertake the project?
- Include any information that is essential for your audience to understand the project and its significance—might also go in the introduction, but for humanities posters can also be a separate section

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- This might be where you also include a review of some scholarly literature on the topic (a brief look at the way in which other people have studied this topic), important events, or in some historical/ cultural analyses, a discussion of values that inform your project

**Methods:** description or statement of the methods used (if applicable)

- How you conducted your project or went about doing your research
- Even if you are not using methods in a traditional sense (statistics, data, etc.) you should still include information about how you went about doing this project

**Results:** summarize the results, outcomes, or findings

- Should relate back to your message
- Use graphs, charts, figures to visually show your results
- If you haven't finished the project, you might only talk about what you expect to find

**Conclusions/ Discussion:** interpret the meaning of your results given your original questions

- Do your results confirm or contradict your research question?
- If haven't finished, but expect certain results, why do you expect these results?
- Interpret/ give explanations for unexpected results
- What does this all mean? What you learned? What does this project mean to you?
- Any recommendations/ future directions for this work?
- Possible applications or value to society?
- If this is still a work in progress, include a “Next Steps” section

**References:** cite all references in the text and list them in a References section

- Use whatever format is appropriate for you class/ discipline