WHAT IS A POSTER SESSION?
- Event where researcher presents visual display of research/project on a poster board
- A summary of what you did, how you did it, what you learned
- Short text, mixed with tables, graphs, images on a poster board
- An event where the researcher stands by the poster display during an assigned time so attendees/visitors can come and view the presentation and talk with the researcher

WHAT IS THE PURPOSE OF A POSTER?
- To illustrate an explanation of your project to a viewer while you’re there
- To explain your work when you’re not there
- To make people want to read your paper or hear more about your research

WHAT ARE THE ELEMENTS OF AN EFFECTIVE POSTER?
- Focused on single message
- Use of graphics—images/graphs can help tell the story, use text sparingly
- Ordered—keep sequence ordered and obvious
- Concise, short, and straightforward writing—long, complex sentences are too difficult for viewers to read and process

WHAT ARE THE CONSIDERATIONS FOR A SHOWCASE POSTER?
To take advantage of the support provided for poster preparation and poster printing, make sure you:
- Use PowerPoint to create your poster
- Set up the page size at 48” width and 36” height
- Leave a one inch-margin on all sides
- Include the John Jay logo and the Office of Undergraduate Research (OUR) logo (see example to the right)
- For logos and poster templates, email cpreda@jjay.cuny.edu