

APSU Writing Center

How to write a Research Poster

What is a Research Poster?

- A research poster represents the summary, data, and key findings of a research project visually. To attract and keep an audience's attention, posters must be both intriguing and straightforward. It should stand alone in conveying the research but often accompanies an oral presentation.

Questions to answer:

- Who is your audience and what are you trying to communicate to them?
- What is the overall point or message you want to convey with this research poster?
- Where and when are you presenting this information?
- Why is your research relevant to your audience or field of study?
- Have I used graphics, shapes, arrows, and images effectively and clearly?
- Have I shared my poster with others and gotten their opinions?

Essential Components:

- **Title:** Clear and concise. Your audience must be able to see the title from at least 10 feet away.
- **Abstract:** Summary of the research, following the IMRAD format (Introduction, Methods, Results, and Discussion), with each section no more than 200 words.
- **Introduction:** Research questions and objectives, explaining the research problem and its significance.
- **Methodology:** Outline of the methods used, labeling drawings, photos, flow charts, and statistical analyses.
- **Results:** Key findings are presented visually, and described in both qualitative and quantitative terms.
- **Discussion:** Summary of implications and future directions, reiterating the hypothesis and results.
- **References and Contact Information:** Proper citations and contact details.

Design & Layout:

- **Clarity:** Use a clean, consistent layout.
- **Text:** Ensure text is legible from a distance. Utilize serif fonts such as Times New Roman.
- **Visuals:** Use charts, graphs, and images purposefully to enhance understanding.
- **Balance:** Avoid overcrowding; use white space effectively.
- **Colors:** Use color strategically to draw attention but avoid overuse. Use bright colors only when emphasizing a point.



- The examples above are from the Texas A&M University Writing Center.

Tips for Success:

- Use **Bold** instead of underlining to make the poster look cleaner.
- Provide a brief handout or summary sheet for audience members to take away with them.
- Only include Graphics that help convey information.
- Make the poster visually appealing to attract interest.
- Highlight the most important aspects of your research.
- Be ready to discuss your research in more detail.



APSU Writing Center

References

Montana State University Writing Center. (n.d.). *Research posters*. Montana State University.

https://www.montana.edu/writingcenter/writing_resources/researchposters.html

Purdue Online Writing Lab. (n.d.). *Research poster overview*. Purdue University.

https://owl.purdue.edu/owl/general_writing/common_writing_assignments/research_posters/research_poster_overview.html

Texas A&M University Writing Center. (n.d.). *Research poster*. Texas A&M University.

<https://writingcenter.tamu.edu/writing-speaking-guides/research-poster>