

Project Poster Design

As part of our public group project presentations in April at the Fess Parker DoubleTree Resort, each team will present a poster. The posters will summarize key aspects of each project. In addition to the public presentation, these posters will also be kept by Bren and displayed in the halls. Therefore, posters should make lasting impressions and clearly summarize each project.

Below are a few things to remember when creating your poster:

- Posters should flow similarly to a paper, but should be much briefer.
- Keep the sequence of information organized and obvious.
- Use visuals, such as photos or tables to illustrate project focus, findings, or location.
- Also use relevant visuals to attract people to your poster
- Break up large chunks of text through use of headings and illustrations.
- Use bold headings to guide the viewer through your story.
- Include key sections such as the abstract, introduction, methods, results, discussion, and final recommendations.
- Keep text brief: Use the poster to highlight essential information
- Main points and objectives should be easy to spot. Avoid making the viewer search for important information.
- Make sure text is large enough to be read by viewers from about four feet away.
- Remember to include citations and acknowledgements, if applicable

Also, remember to rely on tables and figures to visualize information and tell a story; **keep text concise**. Please consider the tips below:

- Only use tables and figures that make your information easier to understand than text. Avoid confusing viewers with complicated graphics.
- Descriptive table and figure titles should emphasize the trends they display (e.g., Water Temperature Affects Growth of Fish)
- Visuals do not only have to be used to depict results. Use a table or flowchart to illustrate or clarify lengthy methodology.

More information about project posters can be found on page 16 of the Group Project Guidelines document on the Bren website.

http://www.bren.ucsb.edu/services/student/documents/GroupProjectGuidelines-2ndYrMESM_000.pdf

These additional websites were consulted during the development of this writing tip. They each provide helpful tips and effective examples.

<http://www.ncsu.edu/project/posters/NewSite/CreatePosterOverview.html>

<http://www.rcjournal.com/contents/10.04/10.04.1213.pdf>