

**APSU Writing Center**  
Writing a Research Poster

**What is a Research Poster?**

- A research poster represents a research projects data visually. It aims to keep the reader's attention by being clear, easy to read, and visually appealing. It is often accompanied by an oral presentation.

**Questions to Answer**

- Who is your audience, and what are you trying to communicate?
- What is the main message of your research poster?
- Where and when will you present this information?
- Why is your research relevant to your audience or field?
- Have I used graphics, arrows, shapes, and images effectively?
- Have I shared the poster with others for feedback?

**Essential Components:**

- **Title:** Clear and concise. Your audience must be able to see the title from at least 10 feet away.
- **Abstract:** Summarize research using the IMRAD format (Introduction, Methods, Results, Discussion), with each section no more than 200 words.
- **Introduction:** State research questions and objectives. Explain the research problem and its significance.
- **Methodology:** Outline the methods used. Label drawings, photos, flow charts, and statistical analyses.
- **Results:** Present key findings visually, and include qualitative and quantitative terms.
- **Discussion:** Summarize implications, future directions, and link the hypothesis to the results.
- **References and Contact Information:** Include proper citations and contact details.

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**Design & Layout**

- **Clarity:** Keep 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.
- **Balance:** Avoid overcrowding; use white space effectively.
- **Colors:** Use color strategically to draw attention but avoid overuse.

**Tips for Success:**

- Use **Bold** instead of underlining for cleaner text.
- Provide a brief handout or summary sheet for your audience members to take away.
- Include graphics that enhance understanding.
- Make the poster visually appealing to attract interest.
- Highlight the most important aspects of the research.
- Be prepared to discuss the research in detail.

**Example Layout**

Title of Poster		
Subtitle	Image	Subtitle
Subtitle	Image	Subtitle

**APSU Writing Center**  
Research Poster Outline

**Title of Poster**

**Abstract**

**Materials**

**Introduction**

**Results**

**Conclusion**

**Recommendations**

**Acknowledgements**



## **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](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](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>