

Research Poster

APSU Writing Center Handout

A research poster represents the data from a research project. 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).

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.

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.

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>