CREATING A PROFESSIONAL POSTER PRESENTATION

BY

CCGA'S CENTER FOR SERVICE-LEARNING

WHY ARE THESE SKILLS IMPORTANT?

- POSTERS ARE A SIMPLE WAY TO COVEY INFORMATION
- POSTERS TELL PEOPLE ABOUT YOU
- POSTERS HELP YOU EXPRESS TO OTHERS WHAT YOUR INTERESTS ARE
- POSTERS CAN HELP YOU CONNECT
- CONFERENCES & EVENTS
- POSTER SKILLS CAN TRANSLATE TO ANY FORM OF MEDIA

"A great presentation has good, simple,

eye-catching graphics and is backed

up with a clear, concise pitch."

- Brian M. Weese

Director of Career Development
College of Coastal Georgia

OVERVIEW OF THIS WORKSHOP

1. PowerPoint Basics

2. Try it for Yourself
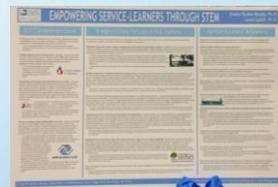
3. Content

4. The Pitch

5. Examples

POWERPOINT BASICS: DESIGN

- Set the "Design" of your poster or presentation (Design tab)

- Use the "Slide Size" button to the height and width on which your poster will be printed

- Color Scheme: Think contrasting, but professional – Play with colors

- Save! Save! Save!

POWERPOINT BASICS: CONTENT

- All posters or presentations should include:
  - Title
  - Author(s), faculty, course, and (if applicable) community partner
  - Date
  - Logo(s)

- Each component of a poster or presentation should have its own text box

- Balance between:
  - Text vs photos vs relief space
  - Professional vs eye-catching

TIME TO PLAY WITH DESIGNS!

- DRAW TEXT BOXES
- ADD LINES & FILL
- SHOW AUTO-FIT FUNCTION

CONTENT: TEXT

- Choose a classic text; nothing too *scripted* or **overly bold**

- Text size should be uniform in varying areas
  - Title, heading, subheading, text, captions

- Balance between:
  - Text vs photos vs relief space
  - Professional vs eye-catching

CONTENT: PHOTOS

- All posters should have 2-5 photos depending on their size

- Photos are like any other source; they must receive a citation (APA or MLA)

- Only photos that have relevance to your poster should be utilized

Above: Three penguins engaging in social activity after being released into their newly reimagined habitat.

- Photos must be high resolution; otherwise they will be blurry when printed

- Each photo should have a caption

CONTENT: SECTIONS

Always use a Heading

Sections should be set up similar to this. Where the heading is centered across the top and the content is in smaller text below. You can either have the content free flowing like this text box or utilize bullet points like the next text box over.

Separate new paragraphs with an obvious space to give the reader a visual break. This helps flow and increases the chance a reader will continue reading your important content.

Strategies for Text Boxes

- Best way to keep text boxes uniform is to create the first one, copy it, and paste:
  - Select text box
  - Ctrl + C (copy)
  - Ctrl + V (Paste)
  - Then drag to new location
- Bullets are a good way to convey short messages
- This decreases the chance readers get bored
- The point is for them to read all your content
- Then ask you questions if needed

Create Clean Lines

- Keep lines flush across the tops and sides of text boxes.
- Otherwise, our content looks jumbled & unprofessional.
- Text box shapes are good frames for pictures too! (See below)

CONTENT: AREAS OF FOCUS

Research Posters:

- Abstract
- Background (Research)
- Rationale*
- Hypothesis
- Method
- Design & Analysis*
- Results
- Charts & Graphs
- Discussion
- References
- Photos used sparingly

Service-Learning Posters:

- Partner Description
- Background Research
- Project Description
- Connection to Course*
- Project Goals*
- Reflection/Impact
- Lessons Learned*
- Photos used liberally

*Sometimes appear in posters
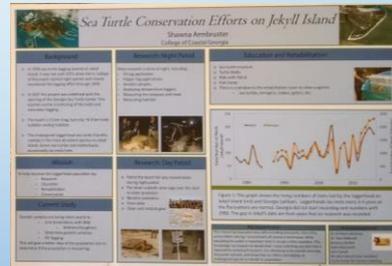
THE PITCH

- Posters are just the advertisement to draw people in

- The real networking takes place within the conversations sparked by your poster

- Have your elevator pitch ready

  - This is a 30-second summary of the work you completed

  - Paint with a broad stroke; don't get caught up in minute details

  - Be prepared to answer questions regarding your elevator pitch or particular parts of your project that an observer may find interesting

- Remember: Poster text should be concise; you can elaborate via conversations

FINAL THOUGHTS

- Edit! Edit! Edit!

- Use colors wisely

- Balance between:
  - Text vs photos vs relief space
  - Professional vs eye-catching

- Be careful with text sizes

- Avoid being too wordy

- Prepare your pitch ahead of time

- Research posters:
  - Present only information needed
  - Think scientifically

- Service-learning posters:
  - No fluff
  - Gaps can be filled via conversation

- Example time…