

# **Creating a Research Poster**

# What is a Research Poster?

A research poster is an organized, visual display of the main points of your research or creative project. Typically, you present your poster in a poster session at a conference or seminar. Conference or seminar attendees will walk by your poster, study its contents, and ask you questions. You should be prepared to answer questions and to explain your project one-on-one frequently throughout the poster session.

To put it simply, a research poster is:

- A way to summarize and visualize your own research or creative work on a single large display
- Your opportunity to capture and convey the main points of your research to your audience

How you design your poster is up to you! Guidelines are offered to help you think about different aspects and the process of creating a poster for your research.

# Who will see it and read it?

Your audience will depend on the context of the poster event. Generally, the audience is an assortment of colleagues, classmates, mentors, professors, and professionals as well as leaders in your field or a related field.

People walking by may glance at your poster, stop for a few minutes, or stop longer to hear you present, and some may ask you questions. An effective audience-friendly poster:

- **Presents your research in an organized and visually pleasing way.** Posters typically contain both text and graphics (charts, tables, lists, etc.).
- **Is self-explanatory.** In the case that you aren't standing by your poster, or if you are otherwise engaged in conversation, anyone walking by should be able to view your poster and understand the main points of your project.
- **Is easy to read.** Be sure your text and graphics are large enough that multiple people standing a few feet away can read your poster simultaneously.
- Is concise. Your poster should summarize your project quickly and efficiently. Avoid long paragraphs. Bullet points are often very effective. Figure out how you might present parts of your project through graphics. You should be able to explain your poster from start to finish in fifteen to twenty minutes, OR those who are reading it should be able to gather the main points in less than five minutes.

# <u>Undergraduate Research Week (May 20-24, 2019)</u>

Undergraduate Research Week showcases undergraduate research and creative projects in the humanities, arts, social sciences, life sciences, physical sciences, and engineering. Events include oral presentations of student research, and presentations of research posters on Poster Day. **Applications are due April 15** – share your research or creative project at an interdisciplinary conference!

## Presenting Your Poster – a few suggestions

- Wear business casual attire. Wear comfortable shoes as you will be standing for long periods.
- Plan a few versions of your presentation that can be given in 1-2 minutes and 2-5 minutes in length to accompany your poster.
- Your verbal presentation should align with your visual presentation. You shouldn't be jumping inconsistently across your poster.
- Be prepared for frequent interruptions. Viewers will ask you questions as you go along. They do not wait until the end of your presentation.
- Face your audience when speaking, but point to your poster.
- Start with the big picture. Emphasize your project goal. Walk the viewer through all the panels on your poster. Make sure that you end with a take-home message that brings the viewer back to your big picture.
- Remember: If it is on your poster, you should be prepared to talk about it.

#### Posters for Research Week

- Your poster can be sized up to 42 inches wide by 42 inches tall.
- Your poster will be attached to a poster board with pins provided by the Undergraduate Research Center on Research Poster Day.
- You can make a poster in PowerPoint and print it as a poster.
- Posters can be printed at UCLA or at a local printer. See pages 7-8 for printer locations and pricing.
- Posters can also be printed on standard printer paper (8.5 inches by 11 inches). Print the sections
  of your poster on standard paper, then attached each section directly to the poster board.
  Arrange the sections into columns and rows on your poster.

## Research Week Poster Awards and Funding Opportunities

- UCLA Library Research Poster Grant: students from all majors can apply for a poster grant within
  the Research Poster Day application. Poster grants support the cost of research poster printing
  at the UCLA Library!
  - Apply via the Research Poser day application on MyUCLA -> Campus Life -> Survey by April 15. Grant recipients will be notified by April 30.
- Dean's Prize: students who are presenting posters for the humanities, arts, and social science projects can apply to be judged for a Dean's Prize. Applications are due on April 18. Find out more: http://hass.ugresearch.ucla.edu/urw/awardsfunding/

## **Elements of the Poster**

Posters often have the following sections, which may vary by discipline:	
	Title
	Author name (your name, faculty advisor's name)
	Institution
	Abstract
	Background or Introduction
	Hypothesis or Argument or Research Question
	Methodology or Approach
	Figures or Images
	Results, Discussion, and/or Conclusions
	Future directions
	References (if needed)
	Acknowledgements

- **Title:** At the top of your poster, you should have a title that is brief but descriptive, and it should clearly indicate the nature of the project. In no more than 200 characters (approximately 30 words, including spaces), describe your research in succinct terms, reflecting the contents of your abstract. Use key words, and do not use abbreviations, non-English characters, or symbols. Capitalize the first letter of all words in your title. However, do not capitalize article words such as "a," "the," "and," and "of," unless the article is the first word of the title. The title should be easily readable at a distance of about 4-5 feet away. It should be written in "active tense" if possible.
- Author(s): The first name should be the name of the poster presenter; after this, the authors are listed in the order of contribution to the work. Indicate the "presenting" author(s) (meaning you and any other authors who will present the work at Undergraduate Research Week) by writing these names in ALL CAPITALS. If it is appropriate to your discipline to list your faculty mentor as an author, you should list your faculty mentor as the last author. (Be sure to ask your faculty mentor if you are not sure!) Do not include titles or degrees such as Dr., Ph.D., etc.
- Institution: Below the list of authors, include your department and the university.
- Abstract: Your abstract must be at least 100 but no more than 1550 characters (approximately 225 words). The abstract should include introductory or background information, your argument or research question, the methods employed, and your results or conclusions. End the abstract by stating the significance of your research. Do not use symbols, non-English characters, italicized or boldfaced words, references, figures, or tables in your abstract.
- Background or Introduction: Present any background information necessary for the reader to understand your poster. Start with a general introduction to the field. Be brief, but include the important points to be sure the reader sees the relevance of your work. Bullet points are best, versus big paragraphs of text.

- **Hypothesis, Argument, or Research Question:** You should clearly state what you hypothesize based on the background information that you provided. You can include a model or diagram here to help explain the question you are interested in. State briefly your approach to answering your hypothesis. DO NOT go into details about methods in this section.
- Methodology or Approach: State briefly your methodology for answering your hypothesis or research question(s) (e.g. experimental methods) or your approach to crafting your argument or thesis (e.g. theoretical, disciplinary, etc. approach). You do not need to go into great detail here; it is often better to include details in figures or graphics.
- **Figures or Images:** Here you present the data or components of your project in visual form. Figures may be graphs, lists, tables, photographs, illustrations, diagrams, or other relevant graphics. Typically, each of your figures or graphics will have a title. If it is appropriate, you should also include a legend for each figure or graphic.
- Results, Discussion, and/or Conclusions: Here you state the results and conclusions of your project. Be brief and to the point. You should also indicate the significance of your project: what knowledge has your project added to your field? If it is appropriate, mention any alternative explanations for your results and possible explanations for unexpected results.
- **Future Directions:** If it is appropriate, you should explain what you plan to do next on the project. Do your conclusions lead you to a new question? Are you considering trying a new method to answer your original question?
- **References:** List all sources that you cite in the various sections of your poster. You should list your sources using the citation format appropriate to your discipline and project (MLA, APA, Chicago, etc.).
- Acknowledgements: If you are funded by a URC program, acknowledge your respective program
   (i.e. URFP, URSP, MMUF, etc.) as well as the grant you received. Otherwise, it's highly
   recommended you acknowledge those who assisted you on or contributed to your research,
   which includes the funding source that paid you or provided the funds used to support your
   project.

# **Designing Your Poster**

#### Font size

- o Title 72 point or larger
- Author (you) 48 point or larger
- Headings 48 point or larger
- Content 36 point or larger
- o Figure or Image captions 20 point or bigger

#### Font choice

- o Choose a clear font to read:
  - Arial
  - Calibri
  - Times New Roman
- Do not use unclear fonts examples include:
  - Comic Sans
  - Broadway
  - Harlow
- Do not italicize text
- **Visual information** Visuals can be figures or images. You can check the relevancy of your visual information by listing the visuals that you would use if you were describing your project with only figures or images do they contribute to your presentation, or do they distract from it?
  - Figures These should be clearly labeled according to the format used in your field or discipline (ex. APA, MLA, etc.)
  - o Images Make sure that images are high resolution they should be at least 300 dpi (dots per inch) to avoid blurriness, and inserted (not pasted) to retain image integrity.

## Color

- Text and background should contrast
  - Background color should make the content stand out
  - Font color should stand out but not be distracting
- We strongly recommend that you have a white poster background with black or dark text and colorful, eye-catching figures. Having a white background saves ink, and posters with complicated background patterns are difficult for the reader to view.

## Layout

- o Posters are typically read top to bottom, left to right
- Sections should be organized by columns
- o There should be three to four columns on the poster
- Columns should be aligned
- Text should be aligned

## <u>Creating a Poster Using PowerPoint</u>

You can create a poster just like a normal PowerPoint slide—only bigger.

## • Set the size of ONE PowerPoint slide to the size of your poster

Under the File menu, go to Page Setup. For the size of the slide, type in the actual size of your poster. Your poster can be sized up to 42 inches wide by 42 inches high. Be sure to check with your poster printing location to determine the maximum poster dimensions that the location can print.

You should always set the page size **before** you begin laying out your poster. Otherwise, you will likely have to go back and revise your poster layout.

#### Insert text

Add text to your poster by inserting Text Boxes (under the Insert menu) into your slide. Insert multiple Text Boxes for all of your different text components (title, abstract, etc.). Recommended font sizes are at least 72 point for your title, 48 point for your headings, 36 point for your text, and 20 point for figure labels.

## Insert images and objects

The best way to add an image or object is to insert it via the Insert menu. Make sure your images are high resolution; otherwise, they will appear pixelated once they are enlarged and printed.

## Adjust spacing, alignment, and size of pictures and text

Once you have inserted all of the poster elements, adjust the spacing, alignment, and size of pictures and text to create your desired layout. Make sure your poster is easy to follow.

### PowerPoint Tip

Zoom in to work on detail and zoom out to work on arrangement of parts. Some functions of PowerPoint may not work when you zoom out to fit the whole poster on screen. Select an area to work on and zoom back in to 75-100% to make adjustments.

#### Resources

- Undergraduate Research Center Humanities, Arts, and Social Sciences Poster Guidelines and Template: <a href="http://hass.ugresearch.ucla.edu/urw/guidelines/#tab-id-3">http://hass.ugresearch.ucla.edu/urw/guidelines/#tab-id-3</a>
- UCLA Logo and brand identity information from the UCLA Library: <a href="http://guides.library.ucla.edu/c.php?g=223540&p=1480860">http://guides.library.ucla.edu/c.php?g=223540&p=1480860</a>
   (Note: If you use the UCLA logo, it needs to be the official logo!)
- Ten simple rules for a good poster presentation: https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1876493/
- A web resource for poster assembly presentation: <a href="http://www.swarthmore.edu/NatSci/cpurrin1/posteradvice.htm">http://www.swarthmore.edu/NatSci/cpurrin1/posteradvice.htm</a>

# <u>UCLA & Westwood Poster Printing Locations and Rates</u>

If you would like to have your poster printed, contact one of the following printing locations. Please note that due to the high volume of posters being printed, you should allow for ample turnaround time!

Please also note that some locations may be fully booked by the time you contact them. Contact the printing location ahead of time to ask about printing availability and to schedule the time when you will drop off your poster file for printing. Be sure to ask your faculty mentor about preferred printing locations and any poster printing funds that are available.

Prices may change at the discretion of the printer – remember to confirm pricing prior to printing!

## **ASUCLA Bruin Custom Print Shop**

Ackerman Union on the A-Level (opposite Bruin Buzz) (310) 825-3825

\$6 per square foot (matte)

\$2.50 per square foot (poster paper)

\$7.50 per square foot (glossy)

42 in. x 42 in: \$30.63 (standard poster paper), \$73.50 (matte), \$91.88 (glossy)

## **UCLA Design and Media Arts**

Broad Art Center, fourth floor

issag@arts.ucla.edu

https://support.dma.ucla.edu/print/

42 in. x 42 in.: \$81.12 (matte) 42 in. x 42 in.: \$83.02 (luster) printing set-up fee may apply

## **UCLA Life Science Illustration Office**

Hershey Hall, Room 210

illustration@lifesci.ucla.edu

\$13 per linear ft

42 in. x 42 in.: \$68 (glossy)

## **UCLA School of Engineering**

Boelter Hall, Room 2685

https://www.matserv.ucla.edu/poster-printing/

\$7.50 per square foot (glossy)

42 in. x 42 in.: \$91.88 (glossy)

Mailing tubes in 36". 42" and 48" lengths (3" diameter) at \$3.50/ea

## **UCLA Mail, Document & Distribution Services**

555 Westwood Plaza, Level B, Los Angeles, CA 90095 (310) 825-0433

mdds@mdds.ucla.edu

https://www.mdds.ucla.edu/document-services

42 in. x 42 in.: \$111.02 (matte or satin)

## **UCLA Psychology Technical Services**

Franz Hall A544 Open Monday-Thursday (310) 825-3430

techservices@psych.ucla.edu

http://www.psych.ucla.edu/departmental-units/facilities/technical-services/graphics-and-media

Contact via email with initial printing inquiry in advance to see if they have the bandwidth to print your poster. This printer reaches capacity quickly and may not be able to print your poster.

\$11.04 per linear square foot (semi-gloss)

42 in. x 42 in.: \$38.65 (semi-gloss)

## **Copymat Westwood**

10919 Weyburn Avenue, Los Angeles, CA 90024

Open Monday – Friday 9AM – 5PM

www.copymatwestwood.com

printit@copymatwestwood.com

(310) 824 5276

\$7.50 per sq foot (satin, semi-gloss, or matte)

42" x 42": \$90 (satin, semi-gloss, or matte)

Arrangements can be made outside of normal business hours for pickup

Same day turnaround is available if needed at no extra cost

## FedEx Office (formerly Kinko's) in Westwood

10924 Weyburn Ave, Los Angeles, CA 90024

http://local.fedex.com/ca/los-angeles/office-0897/

(310) 475-0789

\$7.50 per square foot (matte)

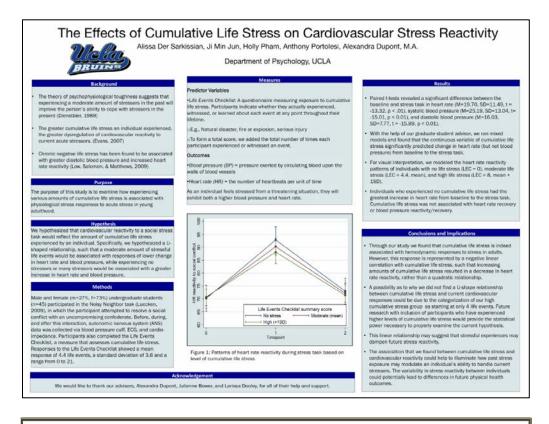
\$7.96 per square foot (heavy coat)

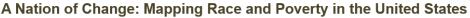
\$12.50 per square foot (photo glossy)

42 in. x 42 in.: \$91 (matte), \$97.50 (heavy coat), \$153 (photo glossy)

UCLA students will receive an additional 10% discount

# **Research Poster Examples**







# Research Question

How have the economic circumstances United States. changed from 2000 to

## Background:

With the election of President Barack With the election of President Barack Obama, many have argued that the U.S. has become a post-racial society, implying race has become an unimportant factor in determining opportunity in the country. However, major disparities between Whites and racial minorities continue to exist in areas such as socioeconomic status and education attainment (Bonilla-Silva 2008)

In 2011, Professors Snipp and Cheung examined changes in racial and gender inequality since 1970. By observing the income differences between Whites, Blacks, American Indians, Latinos, Filipinos, Chinese and Japanese and found the income disparity between White men and Latinos and American Indians increased

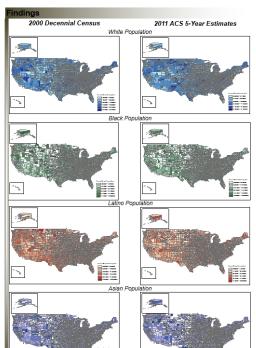
#### Method:

Data regarding population size and Doverty status by race throughout each U.S. county was pulled from the 2000 and 2010 Decennial Census and 2011 American Community Survey (ACS) 5-year estimates.

The racial groups include: White, Black, Latino, American Indian, Asian, Native Hawaiian or Pacific Islander, Some Other Race, Two or More Races.

The data was then translated into many illustrating concentrations of poverty for each racial group using Geographic Information Systems (GIS).

# By: Gabriel Augusto Sanchez (UCLA) Faculty Adviser: Professor Matthew <u>Snipp</u>, Sociology Stanford Center on Poverty and Inequality (CPI)



#### Initial Analysis

The illustrations (center) displayed are eight of the various maps created that depict the percentage of persons living at or below the poverty line for White, Black, Latino and Asian populations throughout each U.S. county.

The white spaces in some of the maps indicate that there is no member of that particular racial group within the specific county living in poverty, or that little to no one from the racial group lives in the region. Also, more white squares appear on the maps with the 2011 ACS 5-year estimates than the maps with the 2000 Decennial Census data since the former is a sample estimate.

Based on initial observation, poverty status for each racial group has diminished in some regions while emerging in others.

### Moving Forward:

Whether poverty status has increased unclear since many factors must be

The population size of each racial group and their overall percentage in poverty must be calculated in order to assess whether or not poverty status has increased. Data on each racial group's population has been pulled from the 2010 Decennial Census and translated into maps to continue this analysis.

Additionally, an examination of how the economic and political climate at the time affected poverly status would help to provide better context for these results. The recent recession and legislation passed during this period are examples of key events that might have affected poverty status.

