Creating a Poster – Showcase Your Work Term Learning

What’s to come …
1. Know your stuff: what is important to share in your coop poster?
2. What’s the point? (coop experience)
3. Plan ahead
4. Make it look great

What is important to share?
- Where you worked
- What you did
- What you learned
- Who you are (name, year, program)
- Know your audience

What’s the point? Your Coop experience
- **Who you are** – your name, year of study & program (on the front of your poster)
- **Where you worked** – let readers know the organization you worked with & the job you did
- **What you learned** – what are the key competencies you developed and insights you have had

What is important to share?
- Give others a framework of your experience. Let them know the ‘take away’ messages you have gained while completing your coop experience
- During our EPHE poster gathering, you can fill in the details
- Economy of ideas is key! Include only 4-5 elements

Plan ahead
- **Start Early** – have all your ideas in place and take approximately one week to design and develop your poster
- How can you ‘best’ present your ideas?
  - Artistry/creativity **without** content is not professional
  - Artistry/creativity **with** content takes time
- Who is the audience? Colleagues, faculty, co-op and lab staff, outsiders (members of the public)
Planning ahead: Putting it all together

1. Use a standard poster board (22 x 28 in):
   a) available at the UVic Bookstore, Zap or most stationary stores (Staples, Monk Office Supplies)
   b) use Microsoft PowerPoint or Word to develop the text of your poster
   c) print off slides & pictures and glue to poster board

   OR

2. Use PowerPoint to complete and print your poster on one page (see slides below for further instructions)

Make it look great

✓ Organization – Ensure the information is easy to follow
✓ Content – What is interesting for the audience?
✓ K.I.S.S. – Keep it Simple & Synthesize your ideas
✓ Presentation – Showcase your learning versus teaching others what you know

Layout help

✓ Horizontal (left to right) layouts are easiest to follow
✓ Text provides support: 30% text, 35% graphics, 35% empty space
✓ Sketch it out first – then put it together

Layout Help

Text & Illustrations

✓ Use active language
  ✓ “I learned …” versus “… It can be demonstrated …”
✓ Great font (make it easy to read)
✓ Add photos that engage the audience
✓ Choose great colours

Example:

BC Ministry of Health
Chronic Disease/Injury Prevention
Simon Smith, BA, Recreation & Health Education, 3rd coop

<table>
<thead>
<tr>
<th>Introduction</th>
<th>Learning Insights:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overview of organization</td>
<td>Competency #1</td>
</tr>
<tr>
<td>Background</td>
<td>Competency #2</td>
</tr>
<tr>
<td>My role</td>
<td>Competency #3</td>
</tr>
<tr>
<td>Some Key Tasks</td>
<td>Competency #4</td>
</tr>
<tr>
<td>Photo</td>
<td>Recommendations</td>
</tr>
</tbody>
</table>

Layout Help

Font

Print information indicates essential content in the title, main headings and graphics:

✓ Print size indicates relative importance:
  • Use very large print for the title (at least 36 point)
  • Use large print for headings (least 24 point)
  • Use smaller print for subheadings
  • All print should be legible (easy to read) from 1 meter away
  • Some fancy print styles are hard to read
Layout Help
Photos

Use photos that are:

- ‘illustrative’ – your story should be ‘clear’
- self-explanatory (use supporting text if necessary)
- visible easily from a distance (e.g. 6 feet)

### Example 1
- Large title, easy to read
- Nice color scheme, well structured
- Name, year, program
- Brief supporting text for photos

### Example 2
- Contrasting colors
- Lots of “white” space – easy to read
- Small font, hard to read

### Example 3
- Title small, does not stand out
- Small photos
- Good contrast colors
- Structure? Layout? Flow?
- Competency 1, 2, 3...

### Example 4
- Nice design, color scheme
- Lots of text, hard to read
- Structure? Flow?
Assembling your poster: Example 5

- Large title
- Self-explanatory photos
- Name, program, year missing
- Subtitles?

Example 6

- Meaningful pictures
- Well structured
- Lots of text, hard to read

Example 7

- Large title
- Underlined subtitles support reading 'flow'
- Bright frame around photos could separate them better from the background.
- Student name, year, program?

Using PowerPoint – Full Page

- Develop your poster as 1 PowerPoint slide, saved as ppt or jpeg
- Print full page as one sheet
- Price range: $50 - $120 (approx. $9/ft²)
- Print at:
  - Blink (basement of UVic bookstore) [http://www.uvic.ca/print/blink/]
  - Zap ([http://zapcopy.com/]) in SUB - Student Union Building
  - Staples

Using PowerPoint - Panels

- 4 PowerPoint slides saved as ppt or pdf
- Maximum panel size = 22” X 28”
- Print [sheet cost varies between] (light or white background) OR (dark background)
Example - panels

- Large title
- Well structured, easy to read
- Meaningful, self-explanatory pictures
- Name, year, program

Help is out there

Posters made easy

Making an academic research poster using PowerPoint
- [http://www.youtube.com/watch?v=4qggwiXaD](http://www.youtube.com/watch?v=4qggwiXaD)

Scientific Poster PPT templates:

Other links you might find helpful:
- [http://www.kumc.edu/SAH/OTEd/jradel/Poster_Presentations/PstrStart.html](http://www.kumc.edu/SAH/OTEd/jradel/Poster_Presentations/PstrStart.html)
- [http://webteach.mccs.uky.edu/nur603/posterbk/index.htm](http://webteach.mccs.uky.edu/nur603/posterbk/index.htm)

Do a GREAT job – this is your time to showcase your learning!