

The background features a light gray geometric pattern of overlapping triangles. In the center, two dark gray silhouettes of human heads in profile face each other. Between them are two overlapping speech bubbles, one light green and one light blue.

Introduction to poster presentations

PSYC 11: Laboratory in Psychological Science

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What is a poster presentation?

The basics

- A **visual summary** of your research, designed to be read in 3--5 minutes
- You stand next to it and **talk people through** your work
- It is a visual aid, not a self-contained document -- **you** are the presentation

Anatomy of a poster

Standard sections

- **Title bar:** one-line summary + who did the work + where
- **Motivation:** why is this interesting? what is your question?
- **Approach:** what did you do? (experiment + analyses)
- **Results:** what did you find? (figures + key stats)
- **Discussion:** what does it mean? what is next?

What makes a good poster?

Key design principles

- Less text is more -- **show, don't tell**
- Keep it **visually clean**: consistent fonts, aligned elements, efficient use of space
- Figures should be large enough to read from **4 feet away**
- Think about the audience's **traffic flow** -- where do eyes go first?

Discussion: show me a poster

Activity (15 minutes)

- I will show several example posters
- For each one, discuss with a partner:
 - What **works well**? What draws your eye?
 - What **does not work**? What is confusing or cluttered?
 - How would you **improve** it?
- We will share observations as a class after each example

Example posters

As we look at these, consider...

- Is the main finding obvious within 30 seconds?
- Can you follow the story without reading every word?
- Are the figures clear and well-labeled?
- Does the layout guide your eye logically?

How do you make a poster?

Software options

- **Slide software:** PowerPoint, Keynote, Google Slides (set slide size to 36" x 50")
- **Vector graphics:** Adobe Illustrator, Inkscape, Figma
- **Text processing:** LaTeX Beamer, RMarkdown
- Use high-resolution figures (vectors or 300+ DPI)

Presenting and submitting

What to know

- Practice your talk: aim for **3--5 minutes**
- You will be interrupted -- that is normal and good!
- If you do not know something, just say "**I don't know**"
- **Submission:** PDF of poster + link to a YouTube video of your presentation (one per group)