

## Research Presentation Workshop Series

### How to Design an Effective Research Poster

During this workshop, we will focus on some essential elements to help you prepare and draft an engaging poster presentation. This worksheet is designed to help you capture and reflect on those themes as you practice your communication skills.

#### IMPORTANT GOALS TO REMEMBER

What are 2-3 things you want to accomplish during your presentation? What does a successful poster session look like to you?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

#### AUDIENCE AWARENESS

As we discuss the factors that are important to understand about your audience, capture some of those aspects that you feel are important below, including what information they may or may not know about your research. These factors might include demographics, knowledge, attitude, desires, uses, and the setting.

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

#### MAIN TAKEAWAY(S)

What are the main takeaways (maximum of 2) that you want your audience to remember about your poster presentation? This might be the motivation behind your research, how your work relates to the audience's passions or interests, or an exciting finding or discovery. These should inform how you *design* and *communicate* your presentation.

- \_\_\_\_\_  
\_\_\_\_\_
- \_\_\_\_\_  
\_\_\_\_\_

## BRAINSTORMING DESIGN IDEAS

Use the space below to design a visual that you could include on your poster. This should be a visual representation of your research (i.e., image, graphic, figure, chart, table) highlighting a **key takeaway** you listed above. This is only a draft, so don't worry about perfection. Our goal is to help you capture your idea(s) and receive feedback from others.

## COMMUNICATING YOUR RESEARCH

Take a few minutes to share the visual you designed above and use it to communicate your research to another person in the room briefly (~60 seconds)—preferably someone you don't know and who has a different disciplinary background. Use the form below to reflect on the conversation and their feedback.

How effective was the visual in highlighting your key takeaway(s)? (1-5 scale)
(Not at all) 1 2 3 4 5 (Very)

Was the design clear and engaging to the other person? (1-5 scale)
(No) 1 2 3 4 5 (Yes)

What recommendations or ideas did they suggest to help improve the impact or readability of the visual?

- \_\_\_\_\_
- \_\_\_\_\_

What other essential information would have been helpful to have on your poster? Don't go overboard; limit it to the 2-3 most important things.

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

What technical terms or jargon did you find yourself using?

## NEXT STEP - REFLECTING ON A PREVIOUS POSTER

After today's session, take ~15 minutes to reflect on a poster you have presented in the past or someone else's research poster. Use the space below to capture your thoughts and reflections based on themes we discussed during the workshop.

Was the presenter's main takeaway(s) obvious? (1-5 scale)

(No) 1 2 3 4 5 (Yes)

What information was most important for the presentation you/they wanted to share with the audience, and where was it located on the poster?

- \_\_\_\_\_
- \_\_\_\_\_

What positive aspects of this poster design would you keep or incorporate into your next poster?

- \_\_\_\_\_
- \_\_\_\_\_

What strategies were used to simplify the figures, graphics, or tables included on the posters? In what ways could the visuals be further refined or improved?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

What things would you change about the poster after attending this workshop?

- \_\_\_\_\_
- \_\_\_\_\_

## CONTACT INFORMATION

If you have questions about the content we covered in today's workshop or the support our offices offer UVA graduate students, please do not hesitate to contact us.

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