RESEARCH POSTER OVERVIEW

**Purpose:** To clearly and effectively communicate the results of your research in a format that invites interaction and discussion.

**Benefits:** Articulating research goals, activities, and significance contributes to one’s understanding and involvement in the research project.

**Poster Layout:** Poster content and organization will vary, depending on the project type and development stage. You are encouraged to be creative in how you layout your poster; however, you need to make sure that all essential elements are present (see Figure 1), the content is succinct and clear, and the information flows. In addition, it is critical to know who the audience is. If you are presenting to people in your area, then you can assume background knowledge and understanding of terminology. For a general audience, it will be important to present the information in a manner that highlights the significance of the work and contributions. In this case, the presentation should include general terms.

![Figure 1: Essential elements of a research poster.](image)