

Academic Posters

75-minute session

Individual and group work

45-minute review and critique session

As the culmination of training in methods, students work in groups to synthesise complex data from both quantitative and qualitative research to produce conference-quality posters. The project concludes with scoring and discussion by peers and facilitators.

Watch this video to prepare for the session:



One or more interactive elements has been excluded from this version of the text. You can view them online here:

<https://pressbooks.pub/cartacurricula/?p=2266#oembed-1>

Download the [curriculum](#) for this session.

Outcomes

By the end of this assignment, students can:

- Synthesise qualitative and quantitative data.
- Summarise and convey research findings in verbal and visual forms.
- Use Microsoft PowerPoint to create a poster.
- Critically evaluate poster designs.

Preparation

As coordinator

Ensure that students in small, multidisciplinary groups (about four members in each) complete the background sessions before designing posters, including working with the chosen datasets.

Identify, brief, and engage experienced facilitator/s to lead the poster-design session and later the evaluation exercise.

Facilitators

Prepare a PowerPoint poster template and send it to all students.

Share “Trips and Tricks” [handout](#).

Collect and display examples of good and flawed posters for discussion. You may want to put them up on the wall for viewing and discussion.

Prepare scoresheets and print copies for all students and facilitators multiplied by the number of groups. (Each individual needs a separate [scoresheet](#) for each poster)

Organise to print the groups’ completed posters.

Students in multidisciplinary groups

Bring the data sets they have already analysed.

Set aside time to work on their poster.

Assessment

All students as well as facilitators assess the posters. The coordinator calculates the final scores. Each poster is assessed by peers and facilitators according to the criteria on the [scoresheet](#).

Poster Scoresheet

Criterion	Explanation	Mark out of maximum
1. Title	Title reflects the study focus and design	5
2. Background	Background is clear and focused. Based on evidence.	10
3. Aim & objectives	Study's research question, aim and/or objectives clearly defined	10
4. Methodology	Both quantitative and qualitative methods described with sufficient detail	10 (5/method)
5. Data management & analysis	Both methods covered as well as mixed-methods considerations explained	15 (5/method)
6. Results	Key results aligned presented, aligned with study aim	20
7. Use of tables & visuals	At least one quantitative and qualitative visual incorporated into presentation; quality of the visuals	10
8. Conclusions		10
9. Overall presentation	Poster demonstrates good use of colours, layout, font and visuals for an overall look	10
Total		100

Steps

Time	Step	Who
5 minutes	1. Introduce the communication of findings	Facilitator
30 minutes	2. Identify features of good and bad posters	Facilitator, all
10 minutes	3. Demonstrate a PowerPoint poster template	Facilitator
30 minutes	4. Brainstorm and plan poster production	Groups
Own time	5. Design a poster	Each group
45 minutes	6. Critique the posters	All, facilitator

Step 1: Introduce the communication of findings

20 minutes

Explain that, as researchers, one of our responsibilities is to communicate our research findings effectively to funders, study populations, other researchers, and the public. Scientific posters are one way to communicate findings.

Step 2. Identify features of good and bad posters

30 minutes

Viewing the examples you prepared, invite students to discuss what makes a good poster and what makes a bad poster.

Step 3. Demonstrate a PowerPoint poster template

10 minutes

Show the students how PowerPoint can be used to create a poster, or invite students with experience to demonstrate.

Step 4. Brainstorm and plan poster production

30 minutes

Form multidisciplinary groups of four students per group. Each group brainstorms on how to go about representing the data and designing the poster. They allocate tasks between themselves and a timeline to meet the deadline.

Step 5. Brainstorm and plan poster production

Own time

Between sessions, each group designs a poster. They submit the pdf to you by the deadline, so that you can have the posters printed before Step 6.

Step 6. Critique the posters

45 minutes

Display the printed posters. Allow enough space for people to view easily. Explain the process and distribute scoresheets to the students and all available faculty members. Once everyone has viewed and recorded their votes on the score sheets, an experienced guest facilitator leads the full group from one poster to the next, inviting constructive comments, and pointing out any features that others have not remarked on. At the same time, a coordinator or facilitator, tallies up the scores and announces the winning team at the end of the session.