HOW TO DESIGN A RESEARCH POSTER

POTENT PRESENTATIONS
MESSAGE • DESIGN • DELIVERY

Presented By AMERICAN EVALUATION ASSOCIATION

TOP TIPS TO ROCK YOUR POSTER:

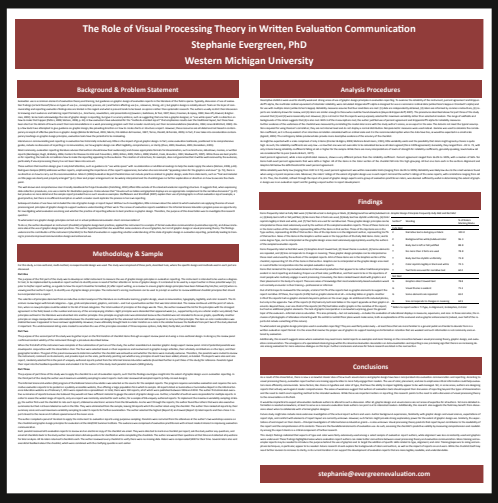
- Graphic elements should dominate
- Use color to emphasize
- Pictures are worth a thousands words
- Use bold lines and obvious patterns
- Simplify graphs and tables
- Don't use a lot of acronyms
- Minimum text size should be 18 so it can be read a few feet away
- Break text up into digestible chunks
- Key takeaway points are highlighted
- Use a graphic designer for creative solutions

POPULAR PROGRAMS:

QUICK LAYOUT:
Microsoft Powerpoint
Microsoft Publisher

ADVANCED/CUSTOM:
Adobe InDesign
Adobe Illustrator
Adobe Photoshop

"BEFORE" POSTER DESIGN


The Role of Visual Processing Theory in Written Evaluation Communication
Stephanie Evergreen, PhD
Western Michigan University

Background & Problem Statement

Analysis Procedures

Findings

Methodology & Sample

Conclusions

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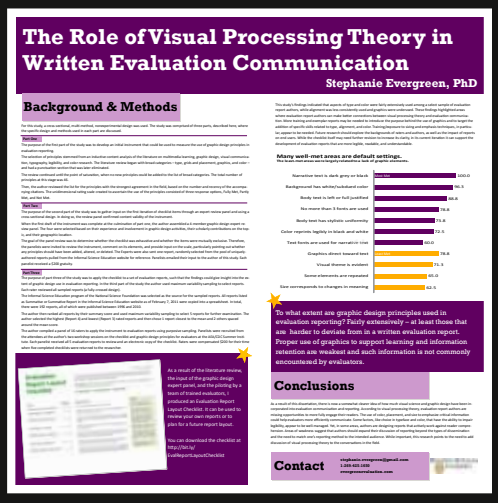
"AFTER"POSTER DESIGN VERSION 1

VISUALIZE DATA, CHUNK TEXT, AND CALL OUT KEY POINTS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Background & Methods

Many well-met areas are default settings.

To what extent are graphic design principles used in evaluation reporting? Fairly extensively – at least those that are harder to deviate from in a written evaluation report. Proper use of graphics to support learning and information retention are weakest and such information is not commonly encountered by evaluators.

Conclusions

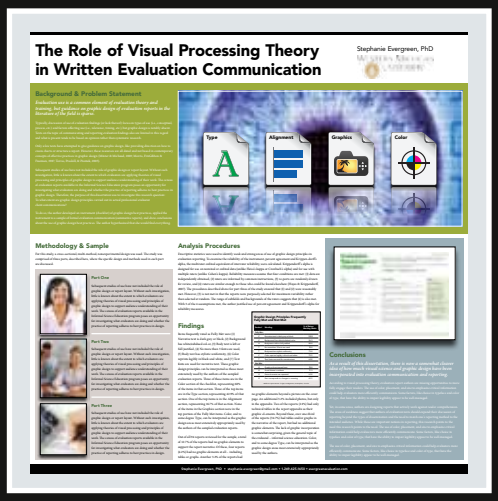
As a result of the literature review, the input of the graphic design expert panel, and the piloting by a team of trained evaluators, I produced an Evaluation Report Layout Checklist. It can be used to review your own reports or to plan for a future report layout.

You can download the checklist at http://bit.ly/EvalReportLayoutChecklist

Contact

"AFTER"POSTER DESIGN VERSION 2

ADD PHOTOS AND A COLOR SCHEME THAT RELATES TO THE SUBJECT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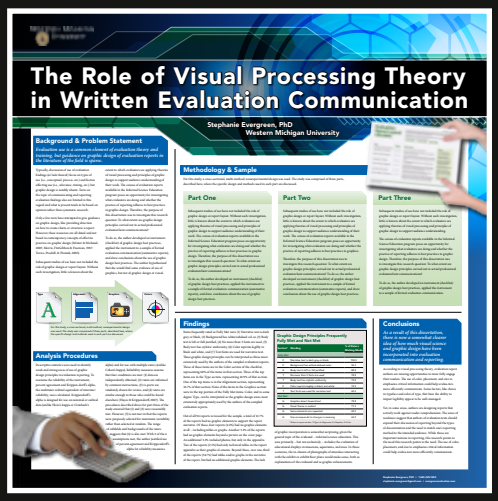
"AFTER"POSTER DESIGN VERSION 3

USE STRONG CONTRASTS TO FOCUS READER'S EYE ON CONTENT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Methodology & Sample

Part One

Part Two

Part Three

Findings

Conclusions

Analysis Procedures

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