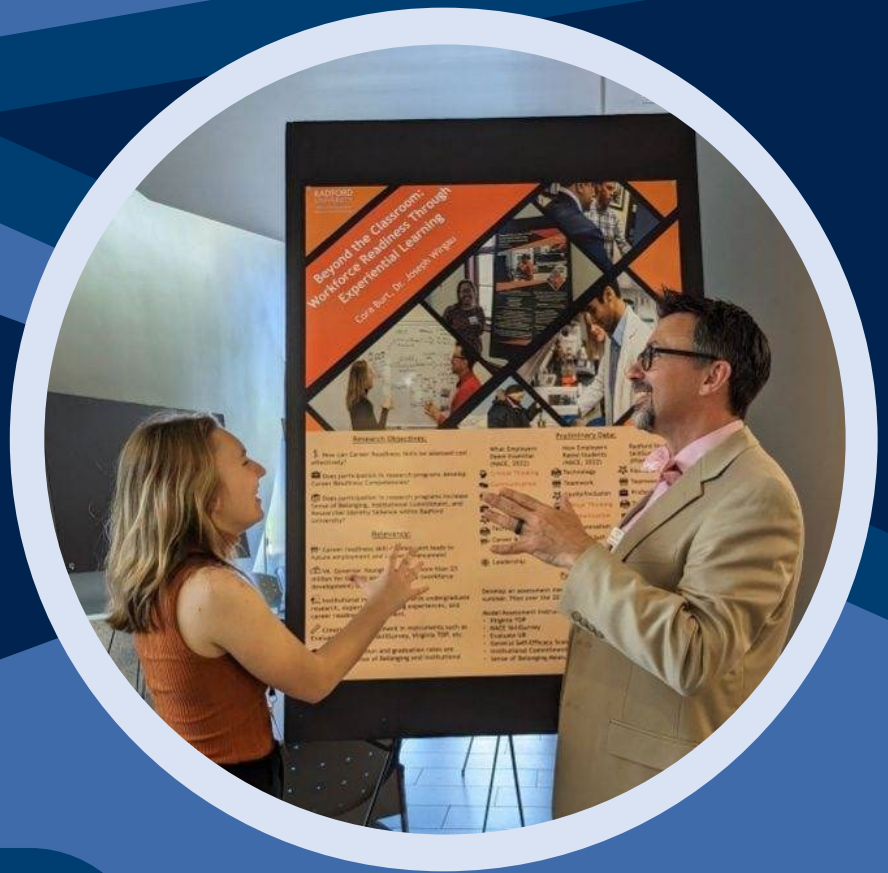


# Making Meaningful Posters



- Know your audience
- Tell a story: “ORB”
  - **Objectives**/research Questions
  - **Relevancy**: why should your audience care
  - **Big Takeaways**
- K.I.S.S.: Keep It Simple Silly
- Use a 30-40 second overview

- Design with accessibility in mind: fonts & colors
- Potential audience members take mere seconds to decide to visit: Titles & colors matter
- Conceal clutter: Use QR codes and tiny URLs
- More than a poster: Bring meaningful props

# Myths & Misconceptions



Joe Wirgau, Director of the Radford University Office of Undergraduate Research & Scholarship (OURS)  
jiwirgau@radford.edu

Cora Burt, Executive Student Assistant and Researcher in OURS, Art Education Major  
ciburt@radford.edu

- I need complete sentences and details.
- My poster should be formatted like a paper.
- I need to avoid white space.
- People will only read my poster from 4 feet or less away.
- A good overview is 3 minutes long.
- My poster needs to work even if I'm not there.
- In group projects the more presenters the better.