

POSTER

What is it?

It is important to note that poster assignments can take two forms: a poster, or a research poster. A poster usually involves presenting information in an accessible way to a particular audience. A research poster usually involves a presentation of research that you have conducted and includes sections like the methodology and the results. You will need to check the assignment criteria to see what type of poster you need to create. The information below is for a poster. If you are doing research poster, click here to access the guide to creating a research poster.

Content

The purpose of a poster is to demonstrate your ability to:

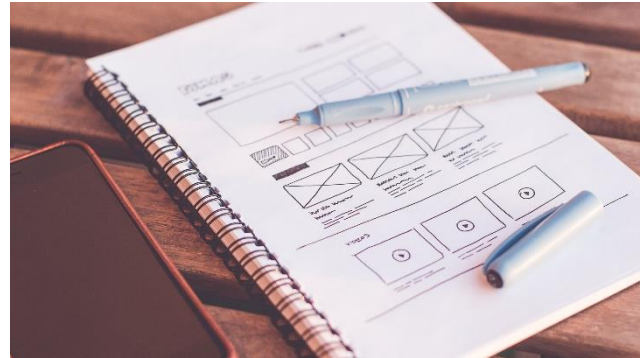
- Synthesise key research and information into an accessible format for a target audience (ACAP students, the public, high school students)
- Convey relevant and timely information in a professional and appropriate manner.

Each poster assignment will have its own particular “theme”. For instance, the brief might be to create a poster demonstrating your understanding of “Mental Health and Wellness”, by providing relevant information regarding that topic to a specific target group. Further information regarding your poster’s theme, and how to identify your intended audience, can be found in your assignment brief and in your Unit Outline.

Style

Posters are written in a formal style and are usually in 3rd person. Text needs to be easy to navigate and sections should flow logically.

- Use [transition words](#) between ideas
- Include references to add credibility and acknowledge your sources
- Understand the target group that you are attempting to reach and use the most relevant and important information and language for that group.



Structure

- Divide your poster in sections with headings and subheadings
- Use images, colour and graphics that complement and enhance your content
- Include APA referencing in-text and a reference list

Generally, poster assignments have the following formatting; please check your assignment brief for more specific inclusions or required formatting:

- 2-page electronic A3, landscape
- Use font size 12 and one of these fonts: Calibri, Arial or Times New Roman
- Page 1: The poster
- Page 2: The APA formatted reference list is located on page 2 of the poster with References as the title, centred on the page.
- Download a template from the link below

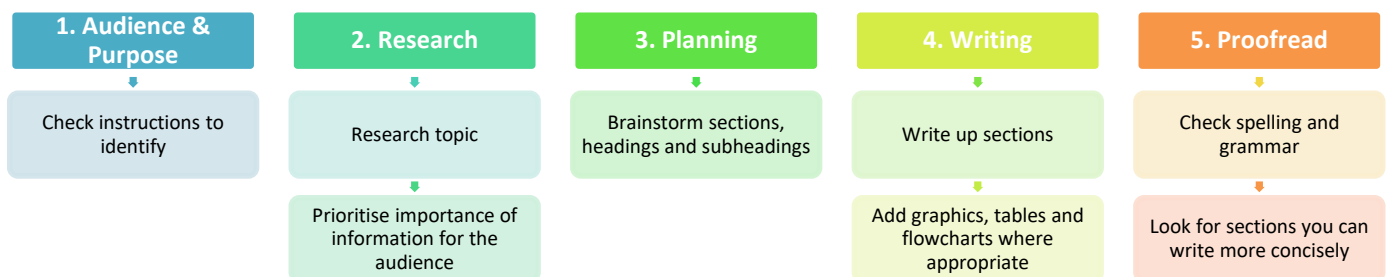
Guiding Questions

- What is the focus of your poster?
- What “key terms” need defining, with reference to research?
- Who is your target group?
- What does your research tell you about this target group, and what information is likely to be useful to them?
- Can you use graphics, tables, or flowcharts to help explain key information?

Tips, Process and Checklist

Tips

- Avoid fuzzy images. Make sure all graphics are high-resolution (at least 200 dpi).
- You can use the websites below to search for high quality copyright free images
 - o <https://search.creativecommons.org/>
 - o <https://visualhunt.com/>
 - o <https://pixabay.com/>
- Organise and align your content with columns, sections, headings, and blocks of text. White space (this is the “empty” space between sections) is important to increase visual appeal and readability.
- Format headings and subheadings consistently. This helps structure your information visually. Make sure the sections flow logically and smoothly and guide readers from one section to the next.
- Write concisely and include clear topic sentences. This will guarantee maximum understanding when reading your poster.
- Aid understanding by using dot points, lists, tables and graphs to increase clarity and quantity of the information.
- Avoid jagged edges. Left-justify text within text boxes or fully justify blocks of text.
- Make sure you give yourself enough time to prepare. Researching and designing posters takes time.



Checklist

- I have tailored my poster to a particular audience
- I have included a mix of text, images and graphs to help explain ideas and concepts?
- I have included in-text references for all facts, paraphrased ideas and images taken from other sources
- I have proofread for grammar, spelling and checked formatting
- My reference entries follow APA style
- I have [checked my Turnitin report](#) and paraphrased well
- I have covered all the content requirements listed in the assessment information