

## **Poster Design and Presentation Pearls: Frequently Asked Questions (FAQ)**

### **I have a very technical/specific topic, how can I clearly present my information to a variety of audiences who may view my poster?**

Imagine yourself as a person viewing your poster. Consider who is attending the conference or meeting that is sponsoring the posters. What do they need to know about your project that they can take away and use in their practice? Less is often more for a poster. The poster needs to be clear and focused. If you have additional information, you may be able to share a handout or QR code that has more information if the person is interested. Hand out business cards so persons very interested in your project can contact you later.

### **What are the best tools for generating graphs and other visual depictions of data on a poster?**

The most common tool is using a PowerPoint slide. There are many tools within PowerPoint to develop graphs, tables, and diagrams. These can then be inserted into text boxes.

Excel also has tools to develop tables and graphs you can insert into the PowerPoint slide.

### **Can you outline the ideal detail of information to provide in the poster?**

It is important to understand that your poster is an overview of your study/project. You do not need to put every detail of your study/project on the poster. A person viewing your poster should be able to understand the main findings of your study in three-five minutes and review your whole poster in less than ten minutes.

Using easy-to-interpret graphs and diagram are very helpful.

### **What are the recommended font sizes for viewing a standard-size poster?**

Title: Your title should be readable from about 25 feet away. A 72-point font is usually sufficient to achieve this.

Body of poster: The body of the poster should have text that is readable from about 4-6 feet away. A 24-point font is usually sufficient to achieve this.

Font: Your poster should only have one-two different font, more than that decreases readability. It is best to only use 1-2 font sizes as well. Commonly used fonts are Times New Roman and Arial. In this case, simple is best.

Colors: A simple color scheme is usually best and will not distract from your message.

### **What can I do to draw a person's attention to my poster?**

The title is usually the first thing the viewer reads. If it is easy to read and concisely describes the project/study the viewer will go on to look at the rest of the poster. The layout, color, images/tables/figures and use of space will help the viewer quickly find the purpose of the project/study, results, and implications. Sometimes it is the crowd of

people at a poster reading and discussing the poster with the presenter. If there is an active dialogue this draws people in to see what all the excitement is about.

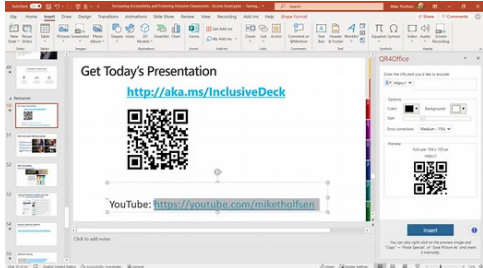
### **In your experience, what does a person find most valuable when reading a poster?**

This can vary with the person and what they are looking for from a poster. It might be a specific topic, methodology, setting, or human interest that gets someone's attention. But overall, a well-designed poster that is easily readable and includes meaningful data and results will get a person's attention. Many people like the interaction with the presenter and hearing their description of the project or study. A presenter who is engaging and provides a few brief statements of the highlights of the poster can get a discussion going about what information the viewer is interested in or can use. This networking is often the most valuable part of viewing and doing a poster for both the presenter and the viewer.

### **How do you create a QR code in PowerPoint?**

For a YouTube tutorial on creating a QR code

<https://www.youtube.com/watch?v=XRveGL3nXUM>

A screenshot of the Microsoft PowerPoint interface. The main slide area shows a presentation slide with the title "Get Today's Presentation" and a URL "http://aka.ms/InclusiveDeck". Below the URL is a QR code. The "QR4Office" task pane is open on the right side of the screen, showing a "QR Code" section with a "Generate QR Code" button and a "QR Code" section with a QR code. The "QR Code" section also has a "QR Code" button and a "QR Code" button. The "QR Code" section also has a "QR Code" button and a "QR Code" button.

### [How to create QR code in PowerPoint](#)

A step-by-step tutorial on how to create QR code in PowerPoint. A nice little trick with a free Office Addin called "QR4Office". This lets you generate QR codes in Microsoft PowerPoint to save time and make it easy to grab your PPT. Especially useful for online PowerPoint presentations and webinar sessions. You can also create QR code in Word ...

[www.youtube.com](http://www.youtube.com)

For those who like to use screenshots:

<https://www.classpoint.io/create-qr-codes-in-powerpoint/>