Skills for Learning
Study and work more effectively

Posters

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Objectives

• Considerations of the needs of the audience

• Understanding of different formats

• Understanding of basic design considerations
Questions to consider

• Who is your audience?

• What is the impression you want to give?

• What story are you trying to tell?

• What is the feel of the conference? Can you access any past posters?

• What are the expectations of your subject?
**Audience**

- Subject specialists vs lay audience

- In your groups with your assigned audience type, make a list of how you will aim the content at them...

- Deliver your ideas on the post-it notes
Content structure

• Subject expectations again...

• ...but consider:
  – What did you do?
  – Why did you do it?
  – What happened?
  – Why is this significant?
Layout

Title

Abstract

Introduction

Table / schematic etc.

Figure 1.

Figure 2

Figure 3

Figure 4

Results

Conclusion

References

Acknowledgements
Layout

Title

Introduction
Font and colour

• **Unusual typefaces can be hard to read**
• Serif fonts can also be hard to read and old fashioned
• Sans serif fonts are generally clearer
• Leave some clear space
• Pastel background colours are generally easier to read on
PowerPoint help

• Student Digital Skills Team workshops:
  https://www.salford.ac.uk/skills-for-learning/home/all-workshops#ds

• On-line help and templates:
  PowerPoint 2016: Creating Professional Presentations
  http://bit.ly/1Q71Eg5
Which poster...?

• Have a look at the posters around the room...

• Vote for your best and worst, and write one reason on the post-it why you have given it this status.

• Blue post-it = best
• Pink post-it= worst
Presenting and questions

• Know your stuff

• Talk around the poster, don’t read it

• Use the poster as a prop- images are useful!

• Try and consider in advance possible questions
Help and Support

Skills for Learning

• **Web** | Search online: Salford Skills for Learning

• **Blog** | blogs.salford.ac.uk/digital-literacy-skills/

• **Twitter** | @skillupUS

• **Facebook** | facebook.com/skillsforlearning
You’ve got Skills for Learning from The Library!