### **Content:**

* The title clearly identifies the topic in plain English and catches the reader’s interest
* The poster has a date
* Poster author(s) (including mentors) are listed with institutional affiliations
* Abstract (optional) – summarizes the project from summary to conclusion in a concise way
* Introduction - starts with broad issues and zooms into the specific topic - and makes clear why this study is important
* Methods - describe what was done as concisely as possible
* Results- show data in simple graphs/tables with brief textual description
* Discussion, conclusions & next steps- places findings in context and outlines what’s coming
* References are cited in a style appropriate for the field, number of references < 5
* Figures have captions (not titles!) including the figure number, figures are referred to in text
* The text avoids field specific jargon and abbreviations, and it easy to understand for the non-expert

*Comments*:

**Formatting***:*

* Poster size matches guidelines (42” wide and 42” high)
* The poster is visually pleasing and draws the reader in
* The text is large enough to read from a distance (including figure captions and labels)
* Not more than 50% of the space is covered with text
* Graphics are high resolution
* Tables are not larger than ~5 rows by 5 columns (represent data as a graph if larger)
* The background of the poster is white (to save ink)

*Comments*: