



# Poster Planning

Who is your audience?

Four horizontal lines for writing.

How much do they know about the topic?

**Tip:** People can really only think on a few new ideas at a time, design with that in mind.

What is the research question/ project objective?

Four horizontal lines for writing.

What is the purpose and the main message?

**Tip:** Design all elements of the poster around this purpose.

Why would the audience care?

Four horizontal lines for writing.

How do you connect your project to a **Wider Audience with (random) 3 (8 people, your answer should resonate.**

Essential Methods/ Results

Four horizontal lines for writing.

What methods and results are needed to tell your story?

**Tip:** If the methodology is standard, summarize it in a sentence. Graph all data.

What did you learn from this experience (good and bad)? Areas for future study?

**Tip:** Leave room for references and acknowledgements.



**Radford**  
UNIVERSITY

Office of Undergraduate  
Research & Scholarship

