

Poster Worksheet

Audience. Describe your intended audience. What are the requisites (if any) for understanding your poster? What background knowledge do you expect from your audience?

Message. What is the main message you hope your audience will take from your poster?

Impact. Write a specific, concrete example of something that will improve or change in the life of your audience if your research is successful.

Clarity. For every element/section of your poster, describe how it supports your main message or its impact?

Section or Element	How does this section communicate the main message or impact?
Title	

Poster	What is the problem?	What item drew your attention first?	What is the impact of the research?	What is your overall impression of the layout?
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