

Scholar's Fair: Persuasive Poster Outline

Below is a sample outline for your persuasive poster. It should include approximately 11 sections.

1. Title and Thesis Statement:
2. Intended Audience:
3. Terms to be defined:
4. Assumptions:
5. Claim 1
 - a. 1st Support for claim 1
 - b. 2nd Support for claim 1
 - c. 3rd Support for claim 1
6. Claim 2
 - a. 1st Support for claim 2
 - b. 2nd Support for claim 2
 - c. 3rd Support for claim 2
7. Claim 3
 - a. 1st Support for claim 3
 - b. 2nd Support for claim 3
 - c. 3rd Support for claim 3
8. Objection #1 to your conclusion & Response #1
9. Objection #2 to your conclusion & Response #2
10. Actionable Conclusion/Proposed Solution.
11. References

The purpose of your persuasive poster is to argue for your proposed solution to a problem. See the bullet points below and the evaluation rubric for all required items with descriptions. In addition to containing key information on the poster, you should also be prepared to answer questions about your project. All posters will be evaluated by college-level instructors.

- Your thesis statement is your statement of the problem and may include your proposed solution. The thesis statement is what you want to convince your audience to believe.
- Your actionable conclusion is how you want your audience to respond to the problem.
- Your intended audience is the group of people to whom your presentation is addressed. This is usually some group that do not at this point agree with you but are open to considering your position.
- Your terms are words that are used in some special sense other than their normal dictionary definition.
- Your assumptions are ideas that you are NOT going to try to support, that you believe that both you and your audience will agree on that will help you make your argument. These are usually things like scientific evidence is trustworthy.
- Claims are ideas that support your proposed solution. You must provide evidence to support each of your claims.
- Cite objections to show you understand the positions of those who disagree with you.
- Explain your response to each objection.
- You then explain how you want your audience to respond.
- Cite any works of others that you have cited throughout your presentation (usually in your evidence). Any common reference style is acceptable (e.g., APA, MLA, Chicago).

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