



2012 Poster Guidelines (For Paper Posters, Industry-Academia Collaboration Posters, and Student Capstone Project Posters)

Content

Posters are for facilitating a conversation about your work; **documents are for reading**. So avoid representing your work as simply reformatting your paper to fit on a poster. Be sure to provide a one-sentence overview of the poster concept to quickly engage your audience. Fostering a dialogue about the poster will bring a greater understanding of your project and allow your varied-interest-leveled audiences to learn about it.

Word count is important; try to reduce word count to **500 words or less for the whole poster**; the abstract should be 50 words or less. Restrict the citations to the elements included on the poster. As with a paper you want your sections of content to link together; additionally, link your content to photos, captions and graphs to allow for more dialogue.

Design

Software: Many programs can be used to build your poster, QuarkXPress, InDesign, LaTeX, Photoshop, Inkscape, CorelDRAW, Omnigraffle, Illustrator, PowerPoint, and much more. If you use a template, remember to modify to best fit your project content.

Logistics: Allotted bulletin board space is 36" x 48", and pushpins will be provided. No table space will be available.

Less is more... To maximize impact, use white space (the blank area between text or graphic regions), headers which are easily readable, text which can be viewed from 6 feet without special magnification, and color schemes that promote interpreting images, photos, graphs, and symbols. Light backgrounds are easy on the ink and great for contrast.

Color matters –what you see on the screen is not always what prints! So **do some draft prints**. Note: your clothing attire will affect your audience if you are clashing with your poster!

Feedback helps with poster design, content, and presentation skills. Ask for feedback!

Helpful tips

- Non-serif font for titles and headings (examples: Helvetica, Arial, Franklin Gothic Book)
- Serif font for text and captions (examples: Times New Roman, Palatino, Century Schoolbook)
- More than 2 font families is distracting and will dilute your message
- AVOID ALL CAPS BECAUSE IT IS HARD TO READ; Avoid Sentence Case Titles Because They Are Hard to Read; Sentence case is the easiest to read; Add **boldface** for emphasis and avoid underlining
- Use your bullets wisely
- Word sections to be less than 10 sentences
- Numbers and symbols font size should be reduced by 2 to 3 points to avoid overemphasis
- RadioShack, Wal-Mart, Target, online vendors have button-activated samples of sound for your poster
- Pin 8½ x 11 size copies of your poster and a handful of your business cards next to your poster for networking (provides some continuity if you have to step away for a few minutes)
- Low resolution graphics copied from the web are too pixelated for use on a poster

Printing

If you wish to print your poster on-site instead of travelling, there is a FedEx location at 613 South Wright Street, Champaign, IL 61820. You can submit prints via their website at <https://printonline.fedex.com>

References

- <http://www.swarthmore.edu/NatSci/cpurrin1/posteradvice.htm>
- <http://lorien.ncl.ac.uk/ming/Dept/Tips/present/posters.htm#space>
- <http://www.lib.uct.ac.za/infolit/poster2a.htm>
- <http://www.ncsu.edu/project/posters/NewSite/>

Details and submission information are available at www.capstoneconf.org