



## 2014 Poster Guidelines (For Professional Posters and Student Capstone Project Posters)

### Logistics

**Display:** Maximum poster size is 48" x 48", and pushpins will be provided. No table space will be available. While you will be "assigned" to a specific poster session, you will be able to leave your poster up throughout the conference, and are welcome to stand by your poster during both poster sessions.

**Printing:** If you wish to print your poster on-site instead of travelling, there is a FedEx Print & Ship Center location at 1510 Olentangy River Rd., Columbus, OH 43212, (614) 291-3126. You can submit prints via their website at <https://printonline.fedex.com>

### 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 more. If you use a template, remember to modify to best fit your project content.

**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!

### Additional resources with helpful tips for creating posters:

<http://colinpurrington.com/tips/academic/posterdesign>

<http://www.writing.engr.psu.edu/posters.html>

<http://www.ncsu.edu/project/posters/>