

## Poster guidelines

### 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 connect your audience to the research. Fostering a dialogue about the poster will bring a greater understanding of your project and allow your varied-interest-leveled audiences to learn about the research.

**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 abstract, materials, methods, results, and conclusions content to link together; with a poster your words are linked with content photos, captions and graphs to allow for more dialogue.

### Design

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 according to your research needs.

### Size: 36 inches x 48 inches

**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 pixilated for use on a poster

### 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.pop.psu.edu/info-core/library/posters.htm>
- <http://www.ncsu.edu/project/posters/NewSite/>