

Guidelines for Posters

PowerPoint (if familiar: InDesign, Illustrator, Photoshop, and similar)

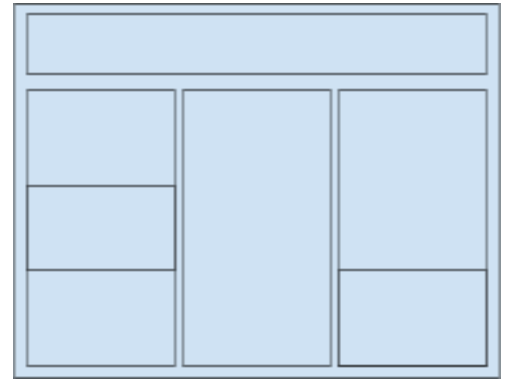
Content

1. Write down all of your content first either in Word, or on separate slides in PowerPoint
2. Title & Authors
 - a. Select a title that effectively and succinctly communicates the topic and significance of your project while retaining a professional tone.
 - b. First thing people look at
 - c. Let people know what your poster is about in one brief sentence
3. Body
 - a. Use short, declarative sentences to explain what you found and why it matters.
 - i. Use bullet points when possible
 - ii. Be simple and clear (nothing too specific); don't repeat yourself
 - b. [Abstract](#) /Introduction- succinct summary of your research project; keep it short and simple
 - i. Background & existing literature review
 - ii. Your research question - a clear statement about the problem you are trying to solve or have investigated
 - c. Methods - a brief description; (few sentences only)
 - i. Use visual aids to summarize information (sometimes text is not even necessary)
 - ii. If someone wants more info, they'll ask
 - d. Results - The outcomes of the research?(If your research is in progress, report your preliminary results)
 - i. Use graphs - Let the data speak for itself
 - ii. Label graphs properly, but avoid unnecessary grid lines, labels, keys and other extraneous information that undermine your main message
 - iii. [More on how to make graphs](#)
4. Discussion/ Conclusion
 - a. brief summary of your main results (the main take-away message)
 - b. broader implications of your research and/or findings (if applicable)
 - c. (Future directions? Any unanswered questions?)
5. References
 - a. You have to cite just like in any article (APA format)
6. Contact Information

More info on general [writing guidelines](#) (journal articles)

Organization

1. Draw an outline - separate the sections in columns left to right (not top-bottom rows) (on paper first, then PPT)
 - a. Title
 - b. Abstract
 - c. Introduction
 - d. Methods
 - e. Results
 - f. Figures
 - g. References
2. Set the appropriate size in the beginning
 - a. max. dimensions are 4x4ft. (48in) but you probably don't want it to be a square
 - b. 36x48, 24x36, (22x30) - some standard measures
 - c. In Powerpoint - Design> Slide Size> PageSetup > Custom (Set width and height)
3. Clear organizational structure and logical flow
 - a. Make sure the sections are clear and simple
4. Aim for symmetry
5. Leave some space (margins) between elements - more white space>better
6. Visually communicate your main take-away message
 - a. The bigger and more central something is, the more your viewers will notice it.
7. *This is just an example - adjust it to fit your needs



Design and formatting

1. Colors - keep it simple
 - a. Choose 2-3 colors that stand out and stick with them
 - i. If you choose more than 2 colors keep it in a logical pattern - each color should have a purpose (be consistent)
 - b. Dark text on white/bright background- always!
 - c. Background should be a simple bright solid color or white! (no patterns, images, etc)
2. Text - be consistent
 - a. Same font and size throughout each section
 - b. Can use bullet points
 - c. Helvetica, Times New Roman, Trebuchet, and Century Gothic. Sans serif fonts (e.g. Helvetica) usually work a little better than serif fonts
 - d. Always go for the bigger font if possible
 - i. Body text should be ideally 30-40pt
 - ii. The minimum text size for a poster is 20 pt
 - iii. Headings should be between 40 and 60 pt
 - iv. The poster title should be over 70 pt (-100pt)
 - v. References section can and should be smaller
3. Graphs & Figures
 - a. Scaling - consistency

- b. Using Excel to make graphs [\[link\]](#)
- c. Labeling - axes with units of measurement, a legend, a title, and use consistent colors

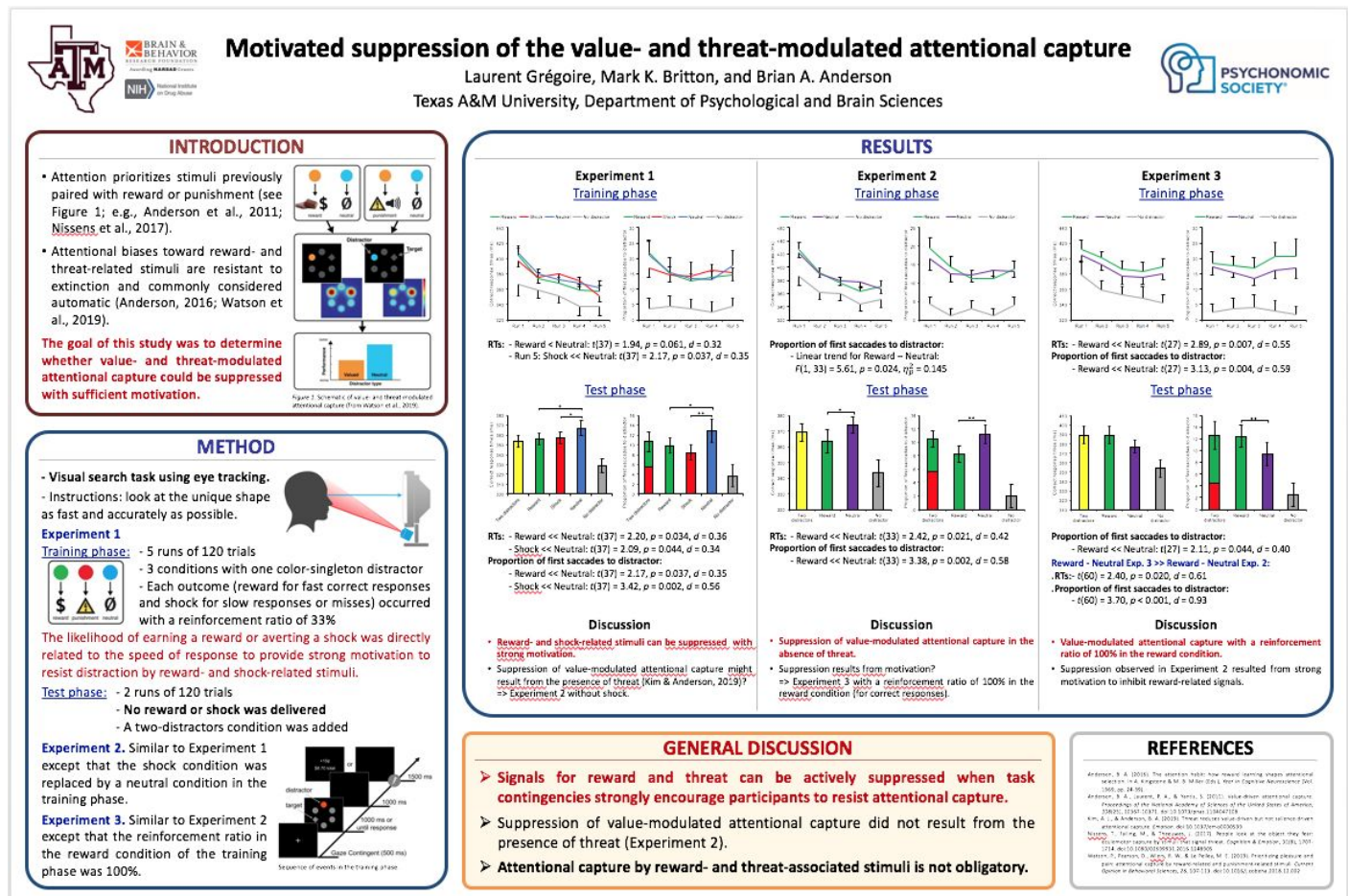
Presentation

- 1. Fast and clear description of your work
- 2. Keep in mind there will be some people outside of your field so use the words that people will understand (nothing too technical)
- 3. Be able to answer specific questions from judges (that is not written) - be familiar with your work
- 4. Should be able to summarize in 2-5 minutes (max. 10 allowed and 2 minutes for questions from the judges)

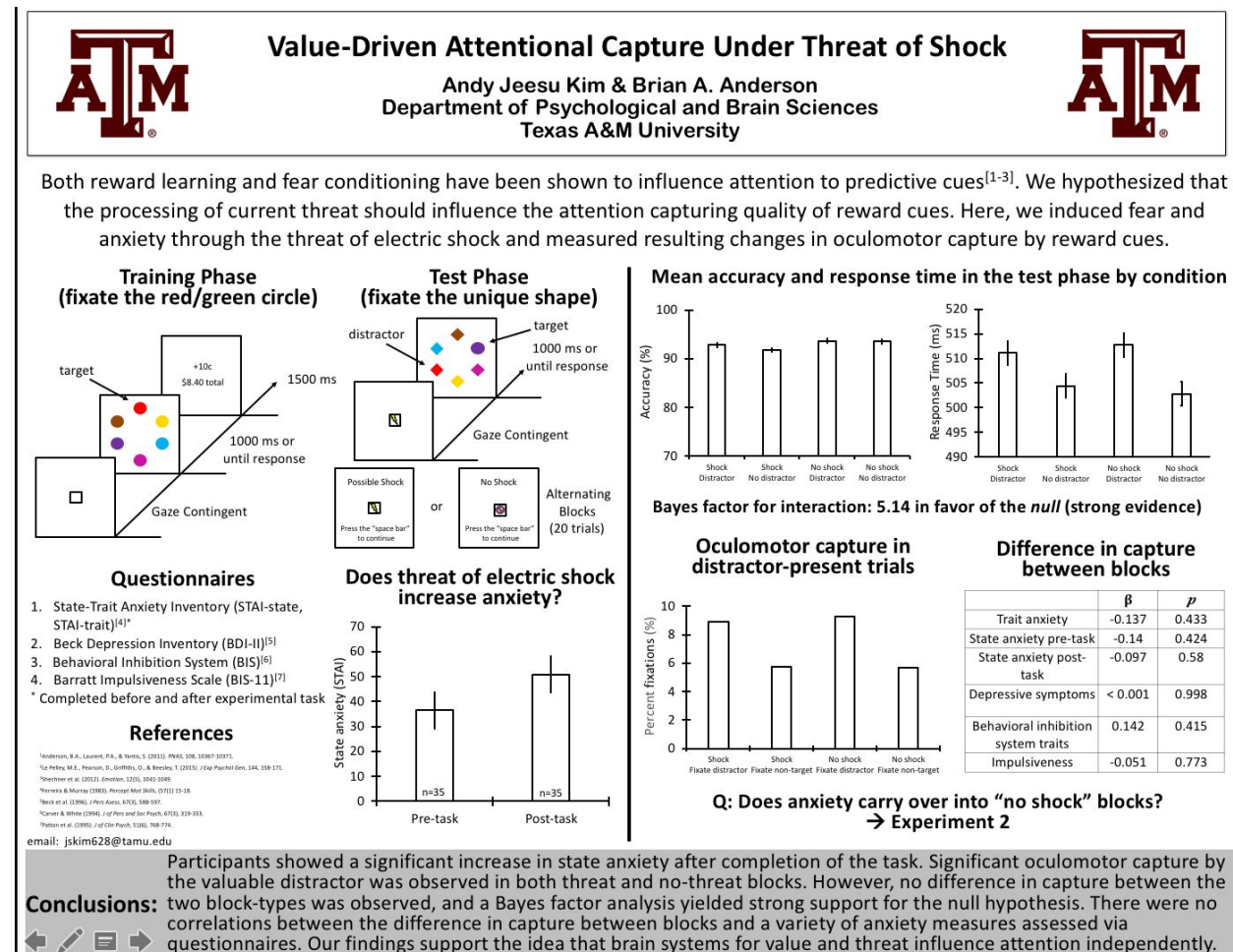
Main points to keep in mind:

- 1. Simple
- 2. Clear
- 3. Professional
- 4. Consistent

Example 1:



Example 2:



<https://ugs.utexas.edu/our/poster/samples>, <https://www.muhenberg.edu/academics/psychology/posterpresentation/>, <https://www.apa.org/gradpsych/2011/01/poster>