CREATING EXCELLENT POSTERS FOR CONFERENCES

MOST IMPORTANT TIP: START EARLY
Give yourself time to create, revise, edit, proofread, and show the poster to others for feedback. Leave plenty of time for the print shop to print your poster.

WATCH OUR SHOP TALK
Register for our Shop Talk, Preparing for the Graduate Student Research Conference, for details about how to create an excellent poster.

TALK TO YOUR FACULTY MENTORS AND ADVISORS ABOUT CREATING POSTERS FOR CONFERENCES

DEFINE THE MAIN MESSAGE
You cannot show and tell everything so focus on your main point and organize your poster around that main point.

USE THE TXST TEMPLATE
Use the template sent to you via email (once you register) to create your poster. The template is 42 inches (width) by 36 inches (height).
MAKE IT EYE-CATCHING
Design your poster to have eye-catching areas that draw the reader to important information. The font should never be smaller than 18 points.

1,000 WORDS OR LESS
Ask yourself which details are absolutely essential for your message. Omit anything that is not essential.

VISUAL COMMUNICATION TOOL
Your poster should encourage people to stop and say, “Tell me about your research.” Attract and keep their attention by conveying an overall understanding of your subject matter.

EDIT CAREFULLY
When possible, reduce sentence complexity and simplify verbiage.

YOUR AUDIENCE WILL BE FROM ALL PROGRAMS
You must be ready to explain your research or creative work to students, staff, and faculty who might know little about your field.

A GOOD POSTER WILL GUIDE THE READER THROUGH THE PROJECT
Think about this in terms of design and laying out the parts of your poster. People tend to look “up to down” and “left to right” when reading a poster.
POSTERS TYPICALLY INCLUDE GRAPHICS (IMAGES, TABLES, GRAPHS ETC.) AS WELL AS TEXT TO EXPLAIN YOUR RESEARCH

SIZE OF GRAPHICS
The size of all graphic elements should be determined by their relative importance and environment. Balance the space that is devoted to text, artwork, and white space.

SELECT YOUR IMAGES VERY INTENTIONALLY
Images are a powerful visual tool that can assist you in explaining your research. Selected the images based on their relevance to your project.

CHOOSE HIGH QUALITY PHOTOS
Small, low-resolution images will be pixelated when printed large. Use high-resolution 300dpi images in the poster. Cutting and pasting from the internet is not recommended because those images tend to be low resolution JPEGS.

PRINT THE CORRECT DIMENSIONS
Once you create your poster, print it on regular size paper (8 ½ X 11”) and review it as well as share it with your faculty to confirm that the content looks good (check spelling, etc.).

NEED MORE GUIDANCE?
Read other tips and resources about creating great posters.