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.
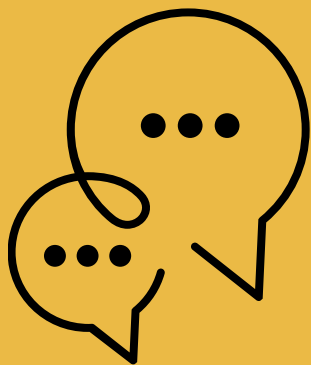
WATCH OUR SHOP TALK

Register for our Shop Talk, <u>Preparing for the Graduate Student Research Conference</u>, for details about how to create an excellent poster.

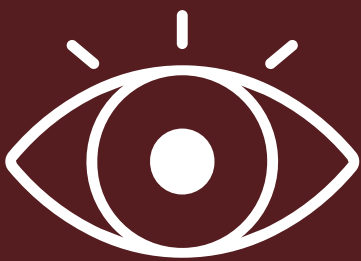## TALK TO YOUR FACULTY MENTORS AND ADVISORS ABOUT CREATING POSTERS FOR CONFERENCES

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.
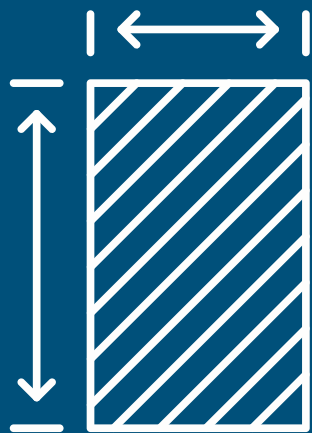
SELECT YOUR IMAGES VERY INTENTIONALLY

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 QUALTITY 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.