

## Tips for Making A Successful Poster

### Tips for making a successful poster:

- Re-write your paper into poster format
- Reduce the amount of text to the bare essentials (have headers such as “Introduction,” “Context,” “Findings,” “Conclusion”).
- Headings of more than 6 words should be in upper and lower case, not all capitals.
- Never do whole sentences in capitals or underline to stress your point, use **bold** characters instead.
- When laying out your poster leave breathing space around you text. Don’t overcrowd your poster.
- Use charts, graphs, images, and maps to break up text and to enhance your argument.
- Spell check and get someone else to proofread.
- Avoid images from the Internet unless you are certain their quality will be maintained.

You should also include a small bibliographic section as well as a further information section. There are examples on the web that provide examples of layouts:

- <http://lorien.ncl.ac.uk/ming/dept/Tips/present/posters.htm>
- <http://colinpurrington.com/tips/academic/posterdesign>

### If you are creating a poster using Power Point:

- The page size of our poster template is 44x36” in landscape (horizontal) format. The largest a poster should be is 48”x36”.
- Bear in mind you do not need to fill up the whole space allocated. Do not make your poster bigger than necessary just to fill that given size.
- The body text / font size should be between 24 and 32 points.
- Keep body text left-aligned, do **not** justify text.
- The color of the text, title and poster background can be changed to the color of your choice. Make sure there is sufficient contrast so your audience can read the poster easily.
- Try using photographs or colored graphs. The best type of image files to insert are JPEG or TIFF, JPEG is the preferred format Avoid long numerical tables.
- **Be aware** of the image size you are importing. The average colour photo (13 x 18cm at 180dpi) would be about 3Mb (1Mb for B/W greyscale).
- For simple graphs use MS Excel, or do the graph directly in PowerPoint.

### Printing:

- Once you have completed your poster, bring it to a computer lab to be printed. Usually, you can pay to have a computer lab on campus print (call sciences, engineering, geography, or business departments). Additionally, Kinkos can print posters. Average cost is \$25-\$45.

### Creating a Tradition Tri-Fold?

Tri-fold poster boards can be found at any craft store as well as at many chain stores like Target.

- It is easy to create necessary contrast by “framing” text over colored construction paper (you can offset the frame as well to act like a shadow).
- As with electronic posters, do not cram too much information. Make sure to leave sufficient space around each component
- Do not handwrite any of the material.
- Both paper and pictures will a glue stick. Alternately, you can use double-sided tape.