

Wilmington College Research Showcase 2023

Poster Guidelines and Resources

Poster Requirements

- Poster size: 36" (height) by 48" (width)
- All posters should include:
 - Title
 - Author's name(s)
 - Affiliation (Wilmington College or high school)
 - References, if applicable

Creating Posters

- **Software options for posters**
 - Microsoft PowerPoint: A popular, easy-to-use option
 - Your poster will be created as one slide in PowerPoint
 - Before you begin working on your poster, be sure to set the slide to the correct dimensions:
 - Go to **Design** → **Slide Size**
 - Choose **Custom Slide Size**
 - Set **Width** (48") and **Height** (36")
 - Choose the **Landscape** (horizontal) orientation.
 - Click **OK**.
 - If a message pops up telling you that "*The current page size exceeds the printable area of the paper in the printer*" just click **OK**
 - Adobe Illustrator, Photoshop, and InDesign: Feature-rich professional software that is good for posters including lots of high-resolution images, but they are more complex and expensive.
 - Canva
 - Microsoft Publisher
 - Open Source Alternatives: <https://digitalcruch.com/free-graphic-design-software/>
 - Alternatives to Adobe products:
 - <https://inkscape.org/>
 - <https://www.gimp.org/>
 - For charts and diagrams
 - <https://www.gliffy.com/>
 - You can also find free scientific poster templates online, just be sure to search for templates that are the correct dimensions (36"x48")
- **Tips for designing a poster presentation**

Creating a compelling poster presentation for a research forum can be intimidating but doesn't have to be. Planning and preparation will help to guarantee that your poster engages your audience, accurately presents your research, and is ready for the research forum.

 - *Know Your Audience*
 - When preparing your poster, think about how you can clearly communicate with and catch the attention of your audience. Is your research specific to people in your field, or can you broaden your audience to include people in similar or unrelated areas? Remember to use clear language and avoid jargon, so that all readers can understand, regardless of their expertise.
 - Don't forget to work on your "elevator pitch." Having a concise and compelling summary of your work that also explains the importance of your research can help you

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to catch your audience's attention. It also ensures that you're prepared when someone at the forum asks you about your poster.

- *Give Your Poster a Clean Layout* - Remember to include:
 - an eye-catching title—use a seventy-two to one hundred (72-100) point font to make your title stand out;
 - names of all authors, plus their institutions;
 - section headings; and
 - plenty of visually interesting and relevant graphics.
- *What to Include on Your Poster*:
 - **Introduction:** What you did – Your introduction should answer the question, Why is this problem important? Provide clear background to draw the reader's interest and give context.
 - **Procedure:** How you did it – What methods, tools, and additional resources did you use for your project? Include images, tables, or charts when possible.
 - **Graphics:** Use high-resolution images, label all charts and graphs, and include a legend if necessary.
 - **Results:** In most cases, it is not necessary to include all your raw data. Show the data analysis that is applicable and briefly describe your results. Remember to avoid jargon. Your results should be the most prominent feature in the layout of your poster.
 - **Conclusion:** What you learned – The conclusion is your opportunity to remind readers of the importance/relevance of your work. Use two to four (2-4) bullet points to summarize your conclusion.
 - **References:** Remember to cite your work.
- *For maximum readability*:
 - Choose a font size in the twenty-four to thirty-two (24-32) point range for the body text
 - Use bulleted lists instead of full paragraphs
 - Pick an easy-to-read font— for example: Arial, Helvetica, Verdana, or Georgia are easy to read and widely available
 - Maintain good contrast between the background color and the text color
 - Do not use background images underneath your text, as these will conflict visually with the text and make your poster more difficult to read
 - When necessary, don't forget to caption images, tables, etc. for clarity
 - *Note: Colors on your computer monitor may not reproduce exactly on the poster as you see them on your computer as monitor color settings vary. You can expect that there will be a color shift of two or three shades*

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Poster Section	Font Size (points)	Font Style
Title	50-120 pt	Its best to pick 1 or 2 font styles to use in a poster. Sans-serif letterform (typeface without serifs) is recommended because it is easy for an audience to read. Recommended poster fonts include: Arial , Avenir , Century Gothic, Gill Sans, Helvetica , Johnston, Montserrat, Open Sans, Roboto , San Francisco, Verdana.
Authors & Institutions	40-80 pt	
Abstract	24-30 pt	
Introduction	24-30 pt	
Materials & Methods	24-30 pt	
Results	24-30 pt	
Discussion	24-30 pt	
References	16-24 pt	
Acknowledgements	16-24 pt	
Figure & Table Caption	20-30 pt	

Table: Font styles shown in bold are typically used in posters. Font sizes smaller than 20 pt can be difficult for an audience to read and should be avoided for most poster sections. From: <https://ohiostate.pressbooks.pub/scientificposterguide/chapter/scientific-posters/>

- *Proofread, Proofread, Proofread*
 - Make sure that everything is spelled correctly, and that your language is consistent.
 - All co-authors should review and agree upon the content of the poster.
 - Show your poster to friends both inside and outside of your department to make sure that your writing is clear. This is also a good way to practice answering questions about your work.
- *Practice Makes Perfect*
 - Once your poster is ready, it's time to start rehearsing your presentation.
- *Develop your "pitch" for when people come to see your poster*
 - Reflect on your topic, your findings, and the importance of the research. You should be able to explain your work to both people within and outside of your field.
- **Printing your poster**
 - Greene County Public Library in Xenia – <https://greenelibrary.info/locations/s/>
 - Spark Place – Greene County Public Library's makerspace
 - **If you'd like to use Spark Place, please call to make an appointment.**
 - About: <https://greenelibrary.info/xenia-makerspace/>
 - Pricing: <https://greenelibrary.info/makerspace/prices/>
 - All 52" vinyl: \$4.00 per linear foot
 - <https://greenelibrary.info/makerspace/vinyl-types/>
 - All 28" vinyl: \$2.50 per linear foot
 - The Digital Fringe located in Dayton – <https://thedigitalfringe.com/>
 - Online sources
 - Poster Ninja <https://posterninja.com/>
 - Poster Nerd <https://www.posternerd.com/>

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Tips for Writing a Title and Abstract

- Though brief, titles and abstracts may be the most important part of your paper or presentation. As an initial summary of your research, they are the first chance you have to make an impression on your audience.
- Before you start writing, think about the big picture. What is the relevance of your project? What is the context in which you will present your work? Use the answers to these questions as the framework.
- *Crafting Effective Titles* - When crafting an effective title, be sure that it:
 - predicts the contents
 - contains important keywords
- *Parts of an Abstract* - Good abstracts include many of the parts of a paper, condensed or simplified to the most essential information:
 - introduction,
 - previous or relevant references,
 - the goal of the project,
 - how that goal was met,
 - key results, and
 - what makes your results unique or noteworthy.
- *Helpful Hints* - A few helpful hints to keep in mind:
 - stay within the required character or word count;
 - use proper submission format;
 - ensure your abstract can stand alone—it should be understandable without reading the paper or seeing the presentation;
 - proofread; and
 - define acronyms and minimize jargon.

Sources

- <https://www.aps.org/meetings/policies/poster.cfm#:~:text=Tips%20for%20Presenting%20a%20Scientific%20Poster%201%20Reflect,talk%E2%80%93session%20chairs%20have%20to%20keep%20a%20tight%20schedule.>
- <https://guides.nyu.edu/posters>
- https://owl.purdue.edu/owl/general_writing/common_writing_assignments/research_posters/research_poster_overview%20.html
- <https://www2.brockport.edu/academics/scholars-day/power-point/>
- <https://posters.wsu.edu/making-posters-with-powerpoint/>