Graduate College

Preparing Posters for Conference Presentations

Dr. Patrick Pease

What is a poster presentation?
• It is a visual summary of your research, creative, or scholarly project
• Tells a “story” by combining text and graphics in a visually interesting format

Why a poster format?
• allows you to display your work to a large group
• Facilitates conversation and feedback
• Uses the power of “visuals” to tell the story

What You should know BEFORE you start
• Know your audience
  • Discipline specific OR general?

• Know the specifics
  • Size, type of poster needed, components

• Have visual appeal
  • Is a poster a good format for your work?

• Know your message!
Common Components of a Poster

- Title – Something clear that explains the project
- Overview/Abstract – short summary of your entire project
- Research design/Methods – how you setup and conducted your study
- Study Area – if relevant, where you did research
- Results – what you find out and/or your data presentation
- Conclusions/Summary/Discussion – what does your research tell us, how does it fit with the larger field?
- References, Acknowledgements, other

Design Considerations for the Poster

Size – the first thing you check

- Always check the conference for the max dimensions
- Never make a poster that big!
- Standard aspect ratios are good
  - 36” x 48” is the most common
- Check the plotter you are going to print on
  - Most have 36” paper, some can do larger (42” or 60”)
- Landscape or Portrait
  - Landscape is by far the most common
  - Boards are usually landscape so allows for max. size

Design Considerations for the Poster

What kind of things to think about

- Flow
- Layout options
- Blank space use
- Colors: contrasting, interesting, red/green issue
- Common theme throughout
- Text
- Graphics
Design Considerations for the Poster

Flow
- Think about how you will guide people through your project
- English-speaking readers read text left to right and top to bottom
  - Use that to arrange the information on your poster

Design Considerations for the Poster

Layout Options to create flow
- Landscape or Portrait
- Use Blank Spaces to define sections

Title
- Author(s)
- Affiliation, Department & University

Abstract
- Summary
- Methods
- Results
- Graphic Table/Chart
- Discussion
- Conclusion
- Summary
- Future Direction

References
Design Considerations for the Poster

Colors and Themes

• Colors: contrasting, interesting (not gaudy)
• red/green issue
• Avoid dark backgrounds – Don’t overdo the colors
• Screen ≠ Print

Colors

Bad Bad Bad Bad

Better Better Better Better

Design Considerations for the Poster

Colors and Themes

• Common theme throughout
• Limit colors to 2-3, be consistent
• Background, foreground, accent
• Use color schemes
• Align everything
• Consistent Boarders and Spaces

Better Better

Design Considerations for the Poster

Colors and Themes

• Common theme throughout

Better Better

Better Better
Design Considerations for the Poster

Text
- Not too much
- Bullet points are gold
- A visual medium

Text
- BIG! = Make sure it is readable from 4-5 feet away
- Title: ~100, give or take depending on length and space
- Heading: minimum 36-48, bigger depending on design
- Body text: 30-36, never less than 28

- Font
  - Clean and easy to read
  - Professional looking
  - San serif or limited

Arial
Calibri
Century Gothic
Tw Cen MT
Times New Roman
Garamond
Comic Sans
Magneto
Brush Script MT
Curlz MT
Harlow
Papyrus

Design Considerations for the Poster

Graphics
- Text is readable
- Resolution & Aspect ratio
Design Considerations for the Poster

Graphics
- Resolution & Aspect ratio

Making Your Poster

Software
Recommended
- Microsoft PowerPoint — common & familiar, most commonly used
- Microsoft Publisher — reasonably common, similar to PowerPoint, best choice if you have it
- Adobe InDesign — less common, steeper learning curve, more powerful

Not Recommended
- Photoshop
- Word
- Individual panels
Making Your Poster
PowerPoint page setup

Making Your Poster
Publisher page setup

Making Your Poster
Publisher Advantages over PowerPoint
- Guides
- Themes
- Backgrounds
- Text wrap
PowerPoint/Publisher Useful Tips

• Screenshot (PowerPoint)
• Crop (both)

PowerPoint/Publisher Useful Tips

• Eyedropper to match color

Printing Your Poster

Preparing to Print

• Embed your fonts
• Print computer might not have them all
• Export to PDF likely to give best results
• Text print on 11x17 to check color, layout, spelling
Printing Your Poster

Where to Print

• University Relations for a Copyworks discount
• UNI Grafx Club - student organization
• College of Social & Behavioral Sciences
• College of Humanities, Arts, and Sciences

Presenting Your Poster

• Dress professionally
• Practice beforehand, 2-4 minute “elevator speech”
• Give people a couple minutes to read and process
• “Hello, Thanks for stopping at my poster. Would you like a guided tour?”
• DON’T read the poster to them

Additional Resources

https://grad.uni.edu/poster-presentation-online-resources

College of Humanities, Arts and Sciences Poster Printing
Posters of students in a College of Humanities, Arts and Sciences program are printed at no charge. There is a $25 charge for poster printing for students who are not in a College of Humanities, Arts and Sciences program. This charge can be paid by check or cash. Directions: Email your poster as an attachment to chastech@uni.edu or bring it to Wright 206 on a flash drive in a PowerPoint or PDF format.
If you have questions email chastech@uni.edu or call 273-5809, or stop by Wright 206. It is advised that students wishing to have their posters printed by The College of Humanities, Arts and Sciences submit their request by March 6, 2018 to allow ample time for printing.

College of Social and Behavioral Sciences Poster Printing
Students in a The College of Social and Behavioral Sciences program can have their posters printed at no charge. Review http://www.csbs.uni.edu/request/posters/ for details, including the required Poster Printing Request Form.
The College of Social and Behavioral Sciences is willing to print up to 10 free posters for students who are not in a program within The College of Social and Behavioral Sciences and do not have access to free poster printing. This service is first come first serve.
3-column

What do you like & what could be better?

- South Polar Craters
- North Polar Craters

Depth/disaster

Observations

Interpretations

Oxidation state

Age relationships

Core deterioration and removal

Major unconformity

Anomalous cratering record of the polar layered deposits

An examination of lab-based hyperspectral data for the rapid, non-destructive analysis of lake cores

2-column

What do you like & what could be better?

- Singular spectrum analysis of DRACO observations
- Dracco observations in their microenvironment
What do you like & what could be better?