Poster Making Tips

Less Really is More

- Bullet points and/or diagrams can be used effectively to help your reader/audience get a general sense of your project.
- Don’t try to cram all the data you ever generated onto your poster.
- Highlight a few main findings, some exciting anomalies, or trends that you’ve found in your research to tell a story.

Make it a Visual Feast!

A poster should...

- Have an easy structure to follow
  - Typically three columns
  - Read from top to bottom, left to right
  - Include titles for each section of the poster
    - Don’t feel constrained to use, “Introduction”, “Methods”, “Observations”, “Data”, etc. Spice it up where possible!

- Be easy to read
  - Simple/non-intrusive backgrounds are best
  - Avoid clashing colors or hard-to-read combinations
  - Is this hard to read? How about this? Or this? Does this work?
  - Pick a common and easy to read font
  - Font size matters! Your audience must be able to read your poster.
    - For titles, aim for font sizes 72+
    - For text, aim for font sizes between 36-48 - never smaller than 30
    - For references and other such non-imperative formalities, aim for sizes 18-22; nothing should ever be below 18

- Have figures that shine!
  - Provide clear titles and captions to summarize the point of each figure
    - Label all axes, and be sure to include units and error bars as needed.
  - Avoid blurry or pixelated graphs and photos
    - Aim for a higher resolution where possible
    - Don’t enlarge small pictures instead see if you can get a higher resolution of the same picture if you need it larger

Know Your Audience

- Your poster should facilitate conversation between you and your audience
- It should be accessible to people who aren’t as familiar with your research as you
- Be prepared to explain your work to your readers and answer their questions
The Haverford College Writing Center Proudly Presents
A Workshop on Creating Memorable Research Posters

Printing Posters at Haverford

- Visit http://www.haverford.edu/kinsc/students/printing_resources.php to download a Powerpoint Template to build your posters in Powerpoint
  - One strategy for building a poster is to create a regular Powerpoint slide for each section of the poster and to then paste all the slides onto the large poster template.
    - When doing this use the 'paste special' function. On a PC paste as a metafile; on a Mac, paste as a picture.
  - Please ensure that no more than 30% of the total area has a colored background
  - If you must have high resolution images, please allow extra processing and printing time (which can be up to 1 hour) and be sure to make your appointment well in advance of your deadline.
  - When you're satisfied with the poster, save it!
    - On a PC, save as a JPEG
    - On a Mac, save as a PDF to avoid a headache!

- Science posters are printed in L204, the KINSC Office
  - You must make an appointment to print at least 48 hrs before your deadline by emailing KINSC@haverford.edu.
  - For an on-campus poster session, you must sign up for an appointment at least a week in advance; again, this can be done by emailing KINSC@haverford.edu.

- Research posters from other disciplines (social sciences or humanities) are printed in Magill Library
  - Visit http://library.haverford.edu/technology or contact the Circulation Desk for more information.