

ASOR Poster Session:
Information on Designing an Academic Poster
(adapted from <http://guides.nyu.edu/posters>)

What is a Research Poster?

Posters are widely used in the academic community, and most conferences include poster presentations in their program. Research posters summarize information or research concisely and attractively to help publicize it and generate discussion.

The poster is usually a mixture of a brief text mixed with tables, graphs, pictures, and other presentation formats. At a conference, the researcher stands by the poster display while other participants can come and view the presentation and interact with the author.

What makes a good poster?

- Important information should be readable from about 10 feet away
- Title is short and draws interest
- Word count of about 300 to 800 words
- Text is clear and to the point
- Use of bullets, numbering, and headlines make it easy to read
- Effective use of graphics, color and fonts
- Consistent and clean layout
- Includes acknowledgments, your name and institutional affiliation

Where do I begin?

Answer these three questions:

1. What is the most important/interesting/astounding finding from my research project?
2. How can I visually share my research with conference attendees? Should I use charts, graphs, photos, images?
3. What kind of information can I convey during my talk that will complement my poster?

What software can I use to make a poster?

PowerPoint: A popular, easy-to-use option. It is part of Microsoft Office package and is available on the library computers in rooms LC337 and LC336. ([Advice for creating a poster with PowerPoint](#)).

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.

Open Source Alternatives: [OpenOffice](#) in the free alternative to MS Office (Impress is its PowerPoint alternative). [Inkscape](#) and [Gimp](#) are alternatives to Adobe products. For charts and diagrams try [Gliffy](#) or [Lovely Charts](#). A complete list of [free graphics software](#).

sample of a well designed poster

Tips for Designing Effective Presentations

A poster with the main title in 1½" sans serif

Developed by B. Sheng, E. Dwyer, W. Katty, R. Jammal, and K. Winsor
with materials donated by Penn State Education Technology Services

Get the audience's attention and communicate your message quickly and succinctly.

Capturing Images Clearly: Take a picture of the design process, reflecting common, blending colors, eliminating, reworking, and so on.

Developing a Layout:
The most important thing for this section is to keep it clean and organized.
Use a column format.
List the steps in the process one step at a time.
Use bullet points to make them easy to read.

Planning:
Easy to read
Use large, bold, and decorative fonts
These mostly

Choosing and Using Color:
Any color can be used, but it is best to use primary colors and colors that will highlight certain areas.
The bright, saturated ones will catch the eye of the audience and increase their interest.

Receiving Feedback and Thing Done:
One question and answer the feedback with the audience.
Ask for a column format.
List the steps in the process one step at a time.
Use bullet points to make them easy to read.

Using Images:
Use meaningful, high-quality images that support the presentation.
Using a collage of images on the background.
Images can be used to support graphs, tables, and graphics.
Use bold letters in graphs or the title of the poster.
Photographs in their original form are usually the best choice and help tell the viewer's story through the content.

Judges Checklist:
Assessors will be following these guidelines to evaluate your poster:
1. Title of the exhibit
2. Display layout
3. Content, organization, and design
4. Creativity
5. Relevance to the topic or subject matter
6. Originality or innovation based on the content or presentation style
7. Effectiveness in the field
8. Clarity of the message
9. Impact on the audience
10. Significance of content and message
11. Creativity
12. Attention to detail and overall presentation

Viewers reading this line demonstrate the poster's success!

sample of a poorly designed poster

Helpful websites:

<http://guides.nyu.edu/posters>

<https://nau.edu/undergraduate-research/poster-presentation-tips/>