

MAKING AN ACADEMIC POSTER

DIRECTIONS AND HOW-TO

MAKING AN ACADEMIC POSTER PRESENTATION

An academic poster is a summary of your research, scholarly, or creative project in a visually engaging way. It should be academically sound, highlighting the context of your work (through photographs, maps, etc.), your methods, and results (with graphs, charts, photographs, etc.).

The poster should be able to stand on its own as a clear, logical presentation of your work, without any explanation from you.

Prepare an “elevator speech” – a one to two-minute summary of your project that you could deliver to anyone during a typical elevator ride. Don’t wait for viewers to ask a question; say, “Would you like to hear about my research in about two minutes or less?” This frees them from having to read and figure it all out themselves. Then offer to answer questions. If you don’t know an answer, admit it, speculate with the person, or ask what they think.

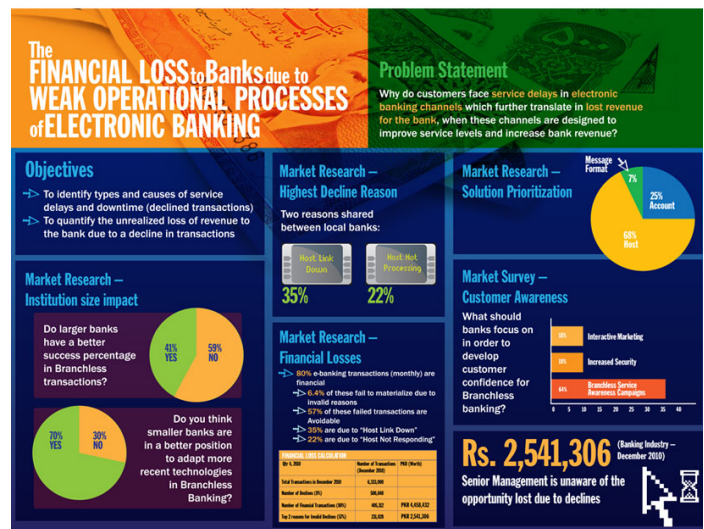
A GOOD POSTER WILL

- Match the audience knowledge base and interests
- Focus your message – what is the one thing you want people to remember?
- Convey your message visually
- Be readable from about 4 - 6 feet away
- Be clearly organized

POSTER CONTENT

Posters typically include many of the sections listed below

- Title
- Collaborators (including you) and their institutional affiliations



- [illegible]

- Microsoft PowerPoint is a good option to design posters. Be sure to begin by setting the page size to your final poster size (instructions below). More sophisticated programs such as Adobe InDesign, Illustrator, or Photoshop are other design options (but not necessary).
- Use large text (your text should be at least 18-24 pt; headings 30-60 pt; title >72pt.)
- Do not use more than 2-3 font styles total #forreal It will get sloppy and hard to read.
- Use fonts that are easy to read (such as Times New Roman, Garamond, Helvetica, and Arial)
- Avoid jagged edges: left-justify text within text boxes or fully justify blocks of text
- Avoid too much text (recommended: no more than 800 words max) and undefined technical jargon (depending upon your potential audience)
- Choose colors carefully and pay attention to contrast. If in doubt, dark print on light background is best. Remember – some colorblind people cannot distinguish between red and green. Avoid dark grey backgrounds, and purple text...etc.
- Organize and align your content with columns, sections, headings, and blocks of text
- White space is important to increase visual appeal and readability (this is the “empty” space between sections, columns, headings, blocks of text, and graphics).
- Selectively incorporate charts, graphs, photographs, key quotations from primary sources, maps, and other graphics that support the theme of your poster. It is best to avoid using tables of data.
- Avoid fuzzy images; make sure all graphics are high-resolution (at least 300 dpi) and easily visible. *If pulling photos from a search engine such as Google, after entering your search keywords, click on the Images tab; this will display all images related to your search. An important step is to weed out all of the smaller images. To do this, click on the Tools tab, then from the Size drop-down menu, select Large. You will notice the image results change to match these settings. When you mouse over each image, the pixel dimensions will appear at the bottom. The higher the pixels, the better. Anything over 2500 would be

best, but just try to select an image that matches what you're looking for, with the most pixels as possible.

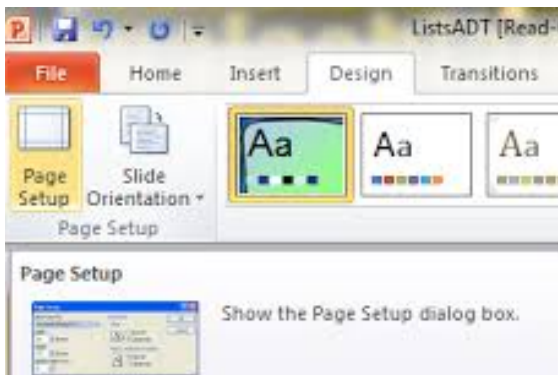
- Edit your poster carefully for typographic or grammatical mistakes and image quality before the final print-out (use the print-preview function)

*Cited: Northern Arizona University

SIZE

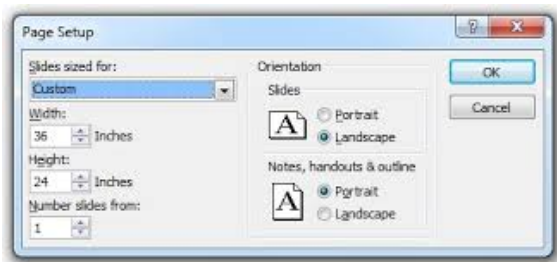
A standard size will be around 36" (Width) by 24" (Height). To design these, it will work best to use Microsoft PowerPoint, since it works to effectively print the poster itself as one giant slide. When you have your poster printed, you will need to provide a PDF or a PNG file.

POWERPOINT FOR WINDOWS 2010:



Once in Microsoft PowerPoint, go to the tab "design", and then once under that screen, go the upper-left side of the screen to the icon "Page Setup".

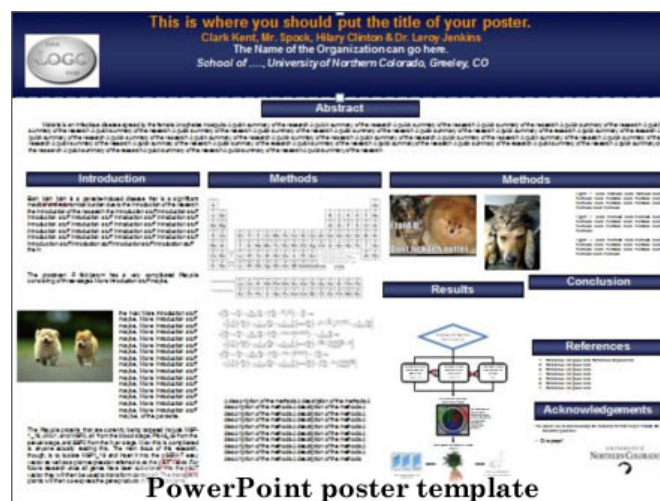
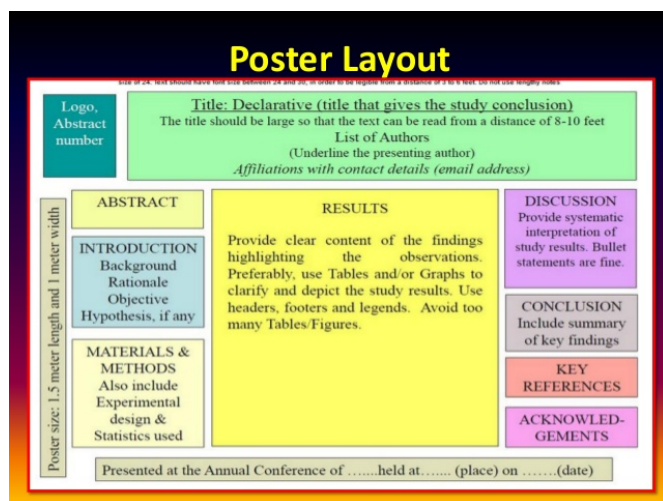
In the dialog box, you will want to pick the "slides sized for" option called "custom". Here, you can manually adjust the "Width" to be 36, and the "Height" to be 24. Be sure that the slide orientation itself is as "landscape" (i.e. longer on the horizontal side).



Once you have this size, you should be able to customize the poster slide itself the way you would a normal PowerPoint slide; just be sure you have the kind of format you want or need to get your content on the poster.

MICROSOFT POWERPOINT 2013:

“On the Design tab, click Slide Size, and then click Custom Slide Size.” (MS Office Help)



CAREFULLY REVIEW FILES

Prior to saving the final ppt copy and PDF, students should look over their files to make sure all information is correct. If you request to make changes after providing your file to the printer, you may be required to pay additional charges, and it will take longer for your poster to be printed.

PRINTING YOUR POSTER: USE THE INVINCI PROCESS BELOW

Invinci Graphics Poster Printing Process for Graceland Students 10-24-18

Student contacts Invinci either through

- Coming to the store at: 610 East Main Street, Lamoni, Iowa, 50140
OR
- Via email with any of the graphic designers listed below
 - Chase Clausen clausen.invinci@gmail.com
 - Anthony Yoder anthony@invincigraphics.com
 - Jaime Smith jaime@invincigraphics.com

Student will leave a phone number or email (reliable/frequently-checked way to contact them for questions and to let them know when poster is completed).

Student will submit either a PDF or PNG document

Student understands that requesting to have Invinci make changes to the student's document will result in additional charges and may result in printing delays

Typical turnaround time is 2-3 days

(A student may request 24-hour turnaround but it may not be possible and will result in additional charges)

When poster is printed

- Student will be notified via the preferred form of contact (phone/email) left with Invinci
- Student will pay for the poster when picking it up – there are no exceptions
 - Options to pay are: Cash, Credit Card, or Check

Poster prices are discounted approximately 50% for Graceland students

Discounted prices are:

3'x4' poster = \$25.00 (Don't request this size for Scholars' Showcase posters)

2'x3' poster = \$15.00 (Request this size for Scholars' Showcase posters)

All posters are 3mil paper and laminated