

Visualize!: How to Build a Great Poster

What is a poster session?

A poster session is an opportunity for you to share your scholarly work in a creative, visual way. Presenters can make slides from PowerPoint or create documents to demonstrate the main points of research in a clear and concise manner. Each scholar is given an easel in which to support a poster, usually 4' X 6' or 4' X 8'. These are then setup in one large room. Colleagues and the public then move informally between the posters while presenters typically give a brief (1-2 minute) talk about their research and answer questions.

Tips for creating your poster

- Be creative in your display--think beyond mounting the text of your paper.
- Ask yourself—How can I visually impart my research to attendees? Should I use charts, graphs, photos? There is no limit to your imagination.
- You can section your poster according to the major points about your research you want to convey. For example: title, abstract, methodology, data, results and conclusion. Don't forget your name and institution!
- Remember that your poster is to promote discussion between you and the viewer, therefore try to limit the amount of wording on your poster.
- Oftentimes, attendees will ask you for further information about your topic. This is a great opportunity for you to provide a brief handout that includes similar or more detailed information about your research.

Quick Tips

- Use at least 24 point font as well as an easy-to-read font style e.g. Arial or Verdana
- Use graphics, images and color
- Options: Print one large slide for your entire poster or a series of slides mounted to poster board
- A great poster doesn't have to be expensive
- You will be given an easel for your poster, so make sure everything is together

What makes a great poster?

Your poster should be readable, legible, well-organized and succinct. Don't worry about all the little details, if someone is interested, they'll stop and ask you for more!

For more information, please visit the following websites:

<http://www.aspb.org/education/poster.cfm>

<http://www.plu.edu/~libr/workshops/multimedia/posters.html#process>



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