RESEARCH POSTERS : BEST PRACTICES

Keys to an effective poster
- Identify 1 message. Everything on the poster should support this message
- Keep it visual, building content around graphics
- Legible from 4 ft away
- Viewer should be able to read your entire poster in one minute

Software
PowerPoint, InDesign, or Photoshop

Poster set-up

Size = 40 X 32 in.
PowerPoint > File > Page Setup > Manage Custom Size > Enter Paper Width (40 in.) & Height (32 in.) > Click OK not FIX

Margins = At least 1 in.

Text sizes

Title = 125-150 pt. (about 2 in. tall)
- Keep it succinct

Headings = at least 36 pt.

Blocks of Text = at least 24 pt.
- Includes your introduction, research question, outcomes, bulleted lists, etc.
- Double-space & left-justify
- Limit to 50 words / block of text
- Optimal width of text-block for quick readability = 12 words long

Graphics

Size = at least 5 x 7 in. (1000 x 1400 px)

Image resolution = at least 200 dpi.
- If browsing images online, look for pixel dimensions 1000 x 1400 or larger

How many?
- 2-4 photos, graphs, charts, maps, timelines, etc
- Ideally graphics should occupy 40% of your poster

Image resources
- Image databases: Wikicommons, Getty Images, Flickr Commons
- Campus image expert: Stephanie Beene (sbeene@lclark.edu)

Colors
- Use 2-3 colors max throughout your poster.
- A solid background is preferred. Faded background images and patterned backgrounds can reduce legibility

Printing
- Save your poster as a pdf (choose pdf from the save as options)
- Email your poster (pdf) to itservice@lclark.edu or take your file to the Resource Lab for printing
- Allow enough time for the Resource Lab to print your poster