



Poster Guidelines

General aim and format

- ❖ A poster is a graphically-based approach to presenting work. In presenting your work with a poster, you should aim to use the poster as a means for generating active discussion of the project.
- ❖ Limit the text to about one-fourth of the poster space, and use "visuals" (graphs, photographs, schematics, maps, etc.) to tell your "story."
- ❖ You can design your poster as a PowerPoint slide. This will allow you to group together objects and components of your poster.

Design and layout specifications

- ❖ The entire poster will be mounted on a 36" x 48" board. So, your posters should be at least this size.
- ❖ The poster must be oriented in the "landscape" position (long dimension is horizontal).
- ❖ A banner displaying your poster title, name, and team should be positioned at top-center of the board (see Figure 1). Logos for the TIES program and the Jacobs School of Engineering, as well as for your non-profit client, should be located either at the bottom or top of your poster.
- ❖ Make it obvious to the viewer how to progressively view the poster. The poster generally should read from left to right, and top to bottom. Numbering the individual panels, or connecting them with arrows is a standard "guidance system" (see Figure 1).
- ❖ Leave some open space in the design. An open layout is less tiring to the eye and mind. Photographs and diagrams also make the poster more visually appealing.

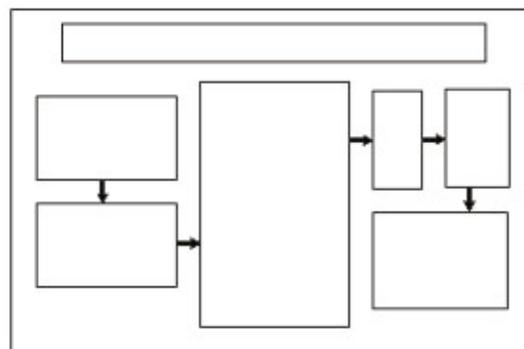
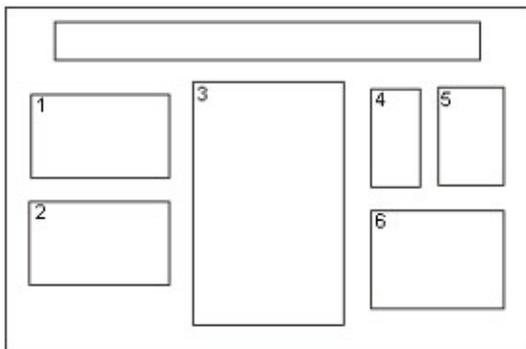


Figure 1: Conventional layouts for a poster. Long panel at top-center is title/author banner. Individual panels can be connected by numbers and arrows. Also, note the use of space between panels to achieve visual appeal. (from: C. W. Connor, 1992, The Poster Session: A Guide for Preparation: U. S. Geological Survey Open-File Report 88-667.)

Lettering

- ❖ Text should be readable from five feet away.
- ❖ Lettering for the title should be large, and able to be seen at an even greater distance. Use all capital letters for the title.

Visuals

- ❖ Present numerical data in the form of graphs, rather than tables. If data must be presented in table-form, KEEP IT SIMPLE.
- ❖ Visuals should be simple and bold. Leave out or remove any unnecessary details.
- ❖ Make sure that any visual can "stand alone" (i. e., graph axes are properly labeled, maps have north arrows and distance scales, symbols are explained, etc.).
- ❖ Use color to enhance comprehension, not to decorate the poster.
- ❖ Make sure that the text and the visuals are integrated. Figures should be numbered consecutively according to the order in which they are first mentioned in the text.
- ❖ Each visual should have a brief title (for example: Figure 1- Location of study area).

Text

- ❖ Keep the text brief. Blocks of text should not exceed three paragraphs (viewers won't bother to read more than that). Use text to (a) introduce the project (What problem is being solved? Why is solving this problem important? Why is this work of benefit to the non-profit organization and they clients they serve?), (b) explain visuals and direct viewers' attention to important aspects of the work portrayed in the visuals, and (c) state and explain the significance of the aspects of the work described by the visuals. In many cases, conclusions can be summarized in a bullet-point list.
- ❖ Depending upon the stage or nature of your project, the text could also include sections on future plans or questions for discussion with viewers.
- ❖ Cite and reference any sources of information other than your own, just as you would do with a research paper. The "References Cited" section is placed at the end of the poster.

Miscellaneous Suggestions

- ❖ SIMPLICITY IS THE KEY. Keep to the point, and don't try to cover too many topics or details. Present only enough information for the viewer to have a general understanding of what you are doing on your project and why it is important. Don't get too technical. Not everyone who views your poster is going to be a computer scientist or an engineer.
- ❖ When you begin to make your poster, first create a list of the visuals that you would use if you were describing your project with only the visuals. Write the text after you have created the list of visuals.

- ❖ Set the components of the poster on different colored backgrounds to distinguish them and make the poster more visually interesting.
- ❖ Before the poster session, rehearse a brief summary of your project. Many viewers will be in a hurry and will want a quick "guided tour" of your poster. Don't be afraid to point out uncertainties in your work; this is where you may get useful feedback.
- ❖ Have fun. This is your chance to show off your work!

Adapted from: <http://www.pitt.edu/~etbell/upj-space/PosterGuide.htm>