Purpose

- Academic posters are a summary of what you did, how you did it and what you learned.
- Most are divided into four parts:
  - Introduction (what you did)
  - Design or methods (how you did it)
  - Results
  - Conclusion (what you learned)
- Remember, space is limited. Choose your words and graphics carefully.

Getting started

A poster should be visually simple, yet highly informative.
Programs for poster design

- MS PowerPoint (most popular)
- Open Office Impress
- Adobe Creative Suite
  - Adobe Illustrator
  - Adobe Photoshop
  - Adobe InDesign
- Adobe FreeHand (formerly Macromedia)
- "Paper, scissors, glue stick, and a typewriter

First Step

- Open a New Presentation (ppt)
- Change page size: 40” wide x 32” high

Adobe Options
Poster elements

- Words
  - Title
  - Section headings
  - Captions
  - Body Text
- Borders
- Backgrounds

Graphics
- Photos
- Charts
- Graphs
- Illustrations

Layout

Experiment with the different program features:
- Creating text boxes
- Adding images (insert or copy/paste)
- Adding graphs (copy/paste, check font size)
- Adding tables (copy/paste, create table & copy/paste content)
- Background, etc.

Layout

- Present information the way you would normally read — left to right, top to bottom.
- Use columns and line breaks to divide the poster into smaller sections.
- Use bullets instead of long paragraphs to summarize information.
Earth, you would weigh only 57 if you weighed 150 pounds on
has adverse effects on the body, including bone and muscle loss.
Although numerous studies have been done on the effects of
space (micro-) gravity. Mars gravity exists in this range, at
Partial gravity is any level of gravity between Earth gravity and
has on humans.
This should give us and the rest of the
control group, we
micestronauts—and comparing the results with a earth-bound
mission and after they come back—also observing the effects
By studying the mice both throughout the duration of the
The newborn mice will grow up to maturity before the mission
that we will launch will be pregnant and will give birth early in
"micestronauts" who will live in specially-engineered cages for
Martian gravity in our experiment, our satellite will spin, using
Biosatellite will attempt to answer. In order to simulate
These are the questions that the Translife Mars Gravity
debilitating effects of microgravity. Could partial gravity be
universe. However it has been hypothesized that artificial
race from venturing far out into our solar system and our

Fonts
- Someone standing 5 feet away should be able to read everything on your poster.
  - Title: 72-point
  - Headings/Section Titles: 40-point
  - Body Text: 28-point
  - Captions: 24-point

Fonts
- Limit yourself to 2-3 types of fonts in order to create consistency and unity
  - Sans-serif (e.g., Arial, Future, Verdana) for titles, headings, graphics
  - Serif (e.g., Times New Roman, Big Caslon, Palatino) for text
Images

- Poster content should be 60 percent images, 40 percent text.
- A picture is worth a 1,000 words. Use graphs, charts, tables and photos to summarize and present data.
- Don’t crowd. White space—like what you see around these words—makes a poster easier to read.

Images

- High resolution images (200 dpi or higher) are a must when printing large posters.
- Color mode for printing is CMYK.
- Think about contrast

Characterizing the Dielectric Constant of Listeria monocytogenes Using Optical Interferometry

- Background
- Methodology
- Results
- Conclusion
Acknowledgements and references

- Remember to include your name and affiliations.
- List names of mentors and/or collaborators.
- Include citations and references to outside sources if appropriate
  - In-text citation
  - Separate “references” section

Poster review

In your group, review the sample poster and look for the following:
- key strengths
- areas of improvement
Printing Your Poster

- Odegaard Undergraduate Library
  - 2nd Floor Printing Station => about $17
- Communications
  - Basement Copy Center => about $27
- Health Sciences Photographic & Digital Imaging (uwposters.com)
  - (520-865) T-271 HSB - (206) 543-9275
  - Tip: Request a contract proof, because $7 can save you a big headache. Contract proofs are guaranteed!
- MGH CRC
  - ($1 setup plus $.50 per inch)
- Kinko’s
  - ($70-$108+ tax)

Other things to consider....Economy bond won’t stand up to heavier inks. Go for matte or semi-gloss.

Mounting Your Poster

- You can get foam board from the UW Book Store.
- If possible, do not permanently affix your poster to the foam board—use binder clips.
- Health Sciences will mount the poster for you, but at an extra cost: ~$37
Final Thoughts

A good poster can’t make up for bad research, but a bad poster can make good research hard to recognize!

Additional Resources

- Microsoft PowerPoint (Open Office Impress)
  http://faculty.washington.edu/robinet/poster.html
- PowerPoint (Open Office Impress)
  http://vizwww.cse.ucsc.edu/help/poster-powerpoint.txt
- Adobe InDesign
- Adobe Illustrator
  http://www.science.smith.edu/resources/poster_printing/docs/AI_quickRef.pdf
- LaTeX
- OmniGraffle
  http://www.omnigroup.com/archives/omnigraffle/_URI.html

References

- Undergraduate Research Program
  http://www.washington.edu/research/urp/symp/posterparticipants.html
- Washington NASA Space Grant Consortium
  http://www.waspacegrant.org/posterdesign.html
- Communicating your Research & Results through a Poster
  http://www.aas.duke.edu/iney/research/rt/posterips.html
- Irene Svete, WSGC Public Information Specialist
  isvete@u.washington.edu