Object of a Poster Presentation


- Get people’s attention
- Make someone eager to talk to you
- Provide the main messages
Main Ideas

- Research Question(s).
- Why should anyone care?
- What did you do?
- Major Takeaways.
Design First

- Sketch/plan/draft
- Takes time
- Pick colors, size, fonts, major ideas
- Who is doing what by when
Design Pointers

- **Font type:**
  - **Titles** – sans-serif (Verdana, Trebuchet MS, Arial, Impact, Tahoma)
  - Rest serif (Garamond, Goudy, Century, Baskerville, Palatino, Stone Serif)
- **Font size:** at least 36 pt and this includes graphs
- **Colors:** less is more, color code
- **Poster size:** 1) look at conference rules
  - Default is 36 by 48
- **Google searches/inspiration (not templates)**
A Picture May Be Worth a Thousands Words...

But your poster should be much less.

- Limit yourself to 700 words or less
- Highlight of your work to spark conversation, not your thesis.
- Leave White space, minimum 50% picture/graph space
- Bullets over paragraphs
- Tables over words
- Keep a consistent text box width
- Avoid underlining
- Thin border on pictures
- High resolution Only (it’s a poster)
Software

- Powerpoint (change size right away)
- Or Photoshop, QuarkXPress, InDesign, Illustrator, etc.
- Do not use google docs or switch operating systems or overlap powerpoints (corrupts the file)
Graphs, Figures, etc.

- Make them transparent (not jpegs) and match the color scheme
- Increase tick size, font size on everything to 36, thicken lines
- Make sure the legend goes in the same order as the data (if the blue line is on top, it’s listed first in the legend - we want it clear to the audience)
Logos and Branding

- [www.Radford.edu/lockup](http://www.Radford.edu/lockup) (use the png)
- Branding guide has all the RU colors!
OK, I can put them in

Limited Accent Colors:

- Pantone 186
  - C: 10 M: 100 Y: 90 K: 0
  - R: 194 G: 1 B: 27
  - HEX: #001bb

- Pantone Cool Gray 8
  - Black 60%
  - C: 0 M: 0 Y: 0 K: 60
  - R: 128 G: 130 B: 133
  - Hex: #808080

- Pantone 427
  - Pantone Cool Gray 8
  - 36%
  - Black 20%
  - C: 0 M: 0 Y: 0 K: 20
  - R: 209 G: 211 B: 212
  - Hex: #A4A4A4

- White
  - C: 0 M: 0 Y: 0 K: 0
  - R: 255 G: 255 B: 255
  - Hex: #FFFFFF

- Pantone 577
  - C: 35 M: 2 Y: 58 K: 0
  - R: 169 G: 196 B: 127
  - HEX: #A9C47F

- Pantone 4515
  - C: 13 M: 19 Y: 62 K: 28
  - R: 179 G: 163 B: 105
  - Hex: #B3A369

- Pantone 7499
  - C: 1 M: 2 Y: 24 K: 0
  - R: 241 G: 230 B: 178
  - Hex: #F1E6D2

- Black
  - C: 0 M: 0 Y: 0 K: 100
  - R: 0 G: 0 B: 0
  - Hex: #000000

- Pantone 136
  - C: 0 M: 20 Y: 67 K: 0
  - R: 255 G: 191 B: 163
  - Hex: #FFBF3F

- Pantone 2603
  - C: 72 M: 99 Y: 0 K: 3
  - R: 112 G: 22 B: 130
  - Hex: #702082

- Pantone 2226
  - C: 60 M: 6 Y: 33 K: 0
  - R: 97 G: 186 B: 180
  - HEX: #618AB4
Acknowledgements

- Prior group members who supplied data or procedures
- Mentor(s)
- Collaborators
- Funding, Organizations
- Group pictures are fun (picture of yourself as presenter for the audience)
- And on this topic: https://colinpurrington.com/tips/poster-design
Final Review

- Alignments - please, please even them out
- View at 100% on your monitor and scroll over everything - resolution, spacing, borders, etc.
- Go to sleep and repeat above
- Monitors in conference rooms project an almost perfect 36 by 48 inch picture.
- At least ½ inch margin all the way around
- Consistent throughout? Let someone else look at it (roommate, friend, relative)
At the Conference

- Wear comfortable shoes
- Dress professionally, show up early
- Bring resume, business card, padfolio
- Give people a minute before you dive in
- If you have multiple presenters rotate by the poster
- Never talk for more than 2 minutes without giving your visitor a chance to interject
- Practice your ~90 second overview of your talk ready to go