

Poster Guidelines

Poster Dimensions

The Watt Family Innovation Center at Clemson University accommodates paper and digital posters. Paper posters must be 48" W x 36" H. Digital posters 16:9 PowerPoint or html eposters. The WFIC can display only 10 digital posters. If you are interested in this format, please send an email to Dr. Magaly Rincón-Zachary at magaly.rincon@msutexas.edu that includes poster title, author(s) and affiliation. Assigning digital posters will be on a **first come, first serve basis**.

Poster Template

To build your poster use Microsoft Office PowerPoint. Set up the dimensions of the poster by using Page Setup under the File menu or on the Design tab of the newest Microsoft PowerPoint versions. Create your poster by inserting text boxes, pictures, graphs, etc., as you would do for a regular PowerPoint presentation.

Font Style & Size

Arial is an easy font to read. The rule is to avoid “decorative” fonts (e.g., *Comic Sans*, *Apple Chancery*, *Lucida Calligraphy*, etc.). The font size depends on the poster section. As a general rule, the reader should be able to read all poster sections at a distance of at least 4 feet. Use a large font size for the title (e.g., 60 – 72-point font) to attract readers across the room and smaller size for the rest of the poster. Use headings to identify key sections (e.g., introduction, methodology, results, etc.). Use a smaller font size for headings (e.g., 40 – 48 point) and 24 point for the narrative. Use 18 point for figure and table captions. You may use not smaller 12 font point for literature cited and acknowledgments.

General Guidelines

Poster format, styles and elements vary among disciplines. However, the format describe in here serves as a guide for any discipline.

A good poster shows good composition and is:

- Well designed
- Uncluttered
- Legible
- Easy to read
- Straightforward
- Where visuals tell the story you want to convey, that incorporates appropriate, brief text

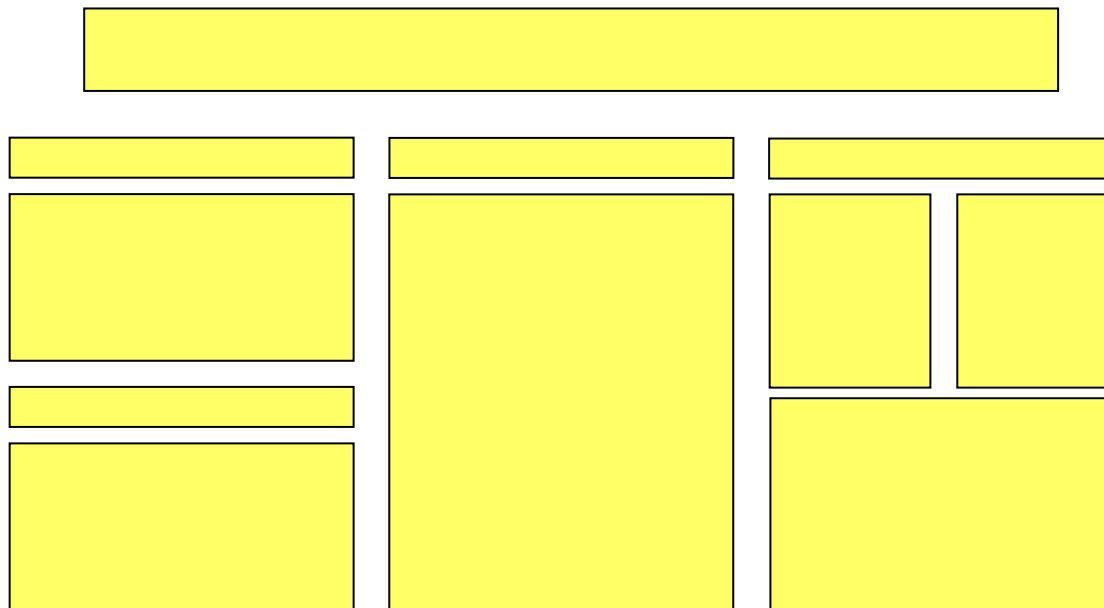
Poster Elements

- Title
- Author(s)
- Affiliation
- Introduction
 - Includes background information (existing body of knowledge) on the topic properly cited, what others have done, points of views, etc.
 - Gives the reader an outline of your project
 - Contains the rationale for the investigation and the significance of the research/creative activity (e.g. importance, existence of a gap in the body of knowledge in the discipline, impact on society, etc.)
 - Contains the central question(s) and objectives
- Methodology
 - Description of procedures or theoretical framework
- Results
 - Description of findings/outcomes using tables, figures, photos, etc.
 - Figures, tables, photos must be consecutively numbered
 - Figures, tables, photos must contain legends (captions) that describe the contents very concisely

- Axes on graphs must have titles
- Analysis of the results

- Discussion and conclusions
 - Insightful connections of the results/findings to the central question and objectives of the research/creative activity
 - Insightful connections of the results/findings to existing body of knowledge
 - Relevant implications
 - Unanswered questions
 - Further studies
- Literature Cited or references or bibliography
 - Keep it short. Use the most relevant
 - Use the APA style or any other style your discipline recommends
- Acknowledgements
 - Mentorship
 - Funding

General Poster Layout



Online Resources

Here are some websites that may help you with your poster design and preparation.

<http://www.ncsu.edu/project/posters/> (excellent resource)

<http://unh.edu/urc/poster-presentation-help>