Faculty Symposium 2011
Poster Presentation Guidelines

About Poster Presentations
Most commonly used in the scientific community, poster presentations are a visual presentation of a concept or project. In designing a poster, experts agree that you should focus on communicating a single message, use text sparingly opting for graphics and images when possible, and keep the sequence or flow of information well ordered and obvious for the audience.

Poster Presentation Specifications and Instructions
Posters are easily prepared using PowerPoint or other presentation software. Follow the instructions below to set up your poster as a slide. Then follow the formatting advice provided to add text boxes and images to your poster.

**Poster Dimensions:** 36”H X 48”W

**Instructions for Setting up a Poster in PowerPoint 97/2003**
1. Open a new file
2. Choose the blank page as your layout
3. Using the menus at the top of the window, go to File > Page Setup.
4. Enter 48” for width and 36” for height. If prompted for Slide Orientation, Click OK.

**Instructions for Setting up a Poster in PowerPoint 2007**
5. Login to PowerPoint and open a new file.
6. Choose a blank page as your layout.
7. Using the menus at the top of the window, go to Design and select Page Setup
8. Enter 48” for width and 36” for height. Choose Landscape for the Slide orientation. Click OK.

**Tips and Formatting Advice**
- Get your message across with effective *visual displays of data* and small blocks of supporting text. Think of your poster as an illustrated abstract.
- **Tell readers** why your work matters, what you did, what you found, and what you recommend. Avoid excessive focus on methods – it’s the results and implications that count!
- **Overall appearance.** Use a pleasing arrangement of graphics, text, colors. Your poster should be neat and uncluttered – use white space to help organize sections. Balance the placement of text and figures.
- **Organization.** Use headings to help readers find what they’re looking for: objective, results, conclusions, etc. A columnar format helps traffic flow in a crowded poster session.
Minimize text – use graphics. Keep text in blocks of no more than 50-75 words – don’t create large, monolithic paragraphs of prose.

**Text size.** All text should be large enough to read from 5 feet, including the text in figures. Title should be larger, to attract attention from far away. We recommend 72pt for the title and around 54pt for the headings. Regular text can be 28 to 36 pt.

**Use color cautiously.** Dark letters on light background are easiest to read. Stick to a theme of 2-3 colors. Avoid overly bright colors – they attract attention but wear out reader’s eyes.

**Don’t fight reader gravity,** which pulls the eyes from top to bottom (first), and left to right.

**Include full contact information.** You want to be found – the reader should not have to look up anything to find you.

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1 Parts of this section were reproduced with permission from Hess, G.R., K. Tosney, and L. Liegel. 2006. Creating Effective Poster Presentations. [http://www.ncsu.edu/project/posters](http://www.ncsu.edu/project/posters), visited January 29, 2010. This site also includes some good examples at [http://www.ncsu.edu/project/posters/NewSite/CreatePosterLayout.html](http://www.ncsu.edu/project/posters/NewSite/CreatePosterLayout.html).

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**Getting the Poster Printed**

Send your document to TAMUCC Campus Copies ([mailto:campus.copies@tamucc.edu](mailto:campus.copies@tamucc.edu)).

**NOTE:** Be sure to have someone else proofread your poster prior to ordering the print. If there is an error, the poster will have to be re-printed at full cost.

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**Preparing for the Poster Session**

Forum poster sessions are informal in the sense that you are presenting to individuals who walk up and want to learn about your project. A poster can be a great conversation starter and also provides you with an opportunity to advertise your work and make connections with individuals who have similar interests!

**Prepare a 3-5 minute verbal explanation.** Some people will ask you to “walk me through your poster.” In making such a presentation, don’t read the poster. Instead, give the big picture, explain why the problem is important, and use the graphics on your poster to illustrate and support your findings and recommendations.

**Prepare a summary handout.** You want people to remember your work – a handout provides a written record for readers. You can include a miniature version of your poster plus more detailed graphics, tables, and prose. The handout is something else you can refer to when talking to people about your work. Be sure to include complete contact information.

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