

# Academic Posters

## A Guide by the Faculty of Graduate Studies



### Design

#### Size

36 X 24 inches or 36 X48 inches

When creating your poster consider some **key things**:

- It is an “advertisement of your work” not a definitive account
- An observer should be able to read your presentation in 8 minutes or less
- An observer should be able to easily find your conclusion
- White space (empty space on the poster) is a good thing- don’t overcrowd your poster
- You don’t want to overwhelm with too much color, text, or detail

#### Colour

Don’t go crazy with colours, or use all primary colours. Avoid colours that are overly bright; muted colours look more professional. Make sure text on coloured backgrounds is easily readable.

#### Logos

You are representing your university and the organizations that have provided you with funding. Acknowledge them.

#### Images

Use them! You’re creating a “visual package” not writing a paper

Pictures should be between 150 dpi and 300 dpi. Lower quality makes them pixelated (read “fuzzy”) and higher just makes the file larger without enhancing quality.

Use graphs over tables wherever possible. Title them, label them, caption them, annotate them. Simplify them. Don’t use legends.

### Text

#### Text size

Title – 72-85pt

Headers – 36-48pt

Body – 24-34pt

Your poster should be attractive and readable from 6 feet away.

#### Fonts

Use 2-3 fonts maximum.

Do not use “handwritten” fonts like Comic Sans – these appear unprofessional and juvenile to most people.

University of Calgary standard fonts are Franklin Gothic, Franklin Gothic Demi Condensed, Franklin Gothic Demi (for a font group with a demi option – use this option rather than bolding the regular text).

**Your poster should be  
60% images and 40% text.**

## How to write for a poster

Be concise!

Shorter sentences, shorter lines, shorter paragraphs. Using columns makes text on a poster easier for the eye to follow.

- **Titles**
  - Avoid acronyms and jargon
  - This is your chance to be a bit witty to grab attention
  - Never use ALL CAPS
  - Use bold, italic, or underline, but never all three
- **Body Text**
  - Put the text and accompanying image next to each other
  - Write out your information, then cut as much as possible as if you are writing a telegram and paying by the word
  - Left justify your text

## What to include in your poster

- **Research Question and Hypothesis**
- **Methods**
  - Give an overview of what you did, not an in-depth description of each step
- **Outcomes**
  - What happened? How do these apply to your hypothesis?
- **Conclusion**
  - Was your hypothesis supported? What is the relevance of your work?
- **Contact Information**
  - Poster presentations are often about making connection. Make sure people know your name and how to contact you

## How to build your poster

Use a program meant for design like: Adobe Illustrator, Adobe InDesign, Publish-It, Corel Draw. You can find many free design programs online. PowerPoint works, but was designed for projections not for printing.

## Printing

### Before you print

Try removing your text (for a moment). Your poster should still be understandable.

Print a small copy of your poster (letter or 11x17) and check it for errors, that the layout makes sense and flows.

Practice your presentation with your mini poster to catch any mistakes in the text or layout.

### Printing your poster

Submit your poster at least 2-3 days before you need it (this way you won't have to pay rush charges).

It is recommended you use "satin" paper for your final poster product (it will shine and show off your graphics, but not be too shiny).

### Foothills Campus:

Multimedia

<http://www.ucalgary.ca/instructionalresources/Multimedia>

#### **Phone**

403-220-6829

Email

[medphoto@ucalgary.ca](mailto:medphoto@ucalgary.ca)

#### **Location**

B233, Health Sciences Centre (Take elevator "A" to basement, and follow blue Multimedia signs.)

#### **Hours of Operation**

Monday to Friday, 8:30 AM to 4:30 PM, closed on all holidays

### Main campus:

Imagine Printing <http://imagine.ucalgary.ca/printing/>

#### **Phone**

403-220-6000 | 403-220-5555, Option 4 (Office Equipment Technical Service)

**Email:** [imagine.print@ucalgary.ca](mailto:imagine.print@ucalgary.ca) (Print Shop)

#### **Location**

Education Tower Basement | Room EDT03

Your title goes here



Here is a template of a 36 X 24 inch University of Calgary themed poster.

University of Calgary red is #e30c00 or R 227 G 29 B 38

To get this poster template and award agency logos, email [webgrad@ucalgary.ca](mailto:webgrad@ucalgary.ca).

Award logos go here

Your contact information goes here

Much of the above information is from <http://colinpurrington.com/tips/academic/posterdesign> <http://www.the-scientist.com/?articles.view/articleNo/31071/title/Poster-Perfect/>

To see examples of good and bad posters see: <http://www.esf.edu/outreach/esfhs/summit/documents/ScientificPostersREV.pdf>

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