Undergraduate Scholars Showcase
Tips for Poster Design and Presentations

Tips for Poster Design

The visual quality of your poster is an essential part of your presentation. Make sure to budget enough time to edit and refine your poster design.

- Most students use Microsoft PowerPoint to create posters. Be sure to begin by setting the page size to your final poster size.
- Video on effective poster design: https://www.youtube.com/watch?v=hgUK2rTINck
- Use large text (text should be at least 18-24 pt; headings 30-60 pt; title >72pt).
- Do not use more than 2-3 font styles total.
- Use fonts that are easy to read (e.g. Calibri, Times New Roman, Garamond, and Arial).
- Avoid jagged edges: use left or full justification for text.
- Avoid too much text.
- Avoid too much *undefined* technical jargon.
- Choose colors carefully. Pay attention to contrast. Dark print on light background is often best.
- Organize and align content with columns, sections, headings, and blocks of text.
- Selectively incorporate charts, graphs, photographs, quotations, maps, and other graphics that support your work. It is best to avoid using too many data tables; graphs are often more effective.
- Avoid fuzzy (i.e. pixelated) images; make sure all graphics are high-resolution (at least 300ppi). Be careful not to distort images when resizing.
- Include high-quality logos on your poster. Link to official WWU logos and color schemes: http://www.wwu.edu/brand/
- Edit your poster for typographical and grammatical errors.
- Test print poster on smaller sized paper to check for image quality and errors before the final print.

Tips for Oral Poster Presentation

➢ **Be Welcoming**
- Stand just to the side of your poster to give passers-by the opportunity step in and look at your poster.
- Smile and greet everyone. Look people in the eyes and ask if you can share more about your project.
- Prepare a *brief* (3 sentences) oral overview of your project to share with people. Be able to answer: 1) What are you working on? 2) What are your findings? 3) What is the significance of the project? The overview is a *very short* introduction to gain individuals' interest in your project so they will want to hear more.
- Remember to welcome others as they stop by your poster. Position your body and make eye contact so that they will feel included in the discussion.

➢ **Discuss Your Project**
- Do not simply read your poster. Think of yourself like a "tour guide" who guides people through your poster.
- Keep the big picture in mind. In other words, do not get caught up in small details, unless someone asks you a specific question. Focus on the big picture so your audience will appreciate the significance of your work.
- Remember not all attendees are experts in your field. Think about how you will communicate to a student or faculty from another department. How can explain important concepts or experiments?

➢ **Be Prepared**
- Dress professionally. Business casual (e.g. nice skirt or slacks, button down shirt or blouse) is most commonly accepted. Wear nice, but comfortable shoes as you will be standing for long periods of time.
- Consider a variety of presentations (e.g. brief overview, 2-minute short presentation, 5 – 10-minute-long presentation). Have short answers prepared that allow you to have a conversation with people who stop to learn about your work.

➢ **Video on Effective Poster Presentations:** https://www.youtube.com/watch?v=vMSaFUrk-FA