

Tips for Designing a Research Poster

You put a lot of work into your research; now it's time to make it look great, too! A well-organized design is essential in a good research poster, so don't rush through this part of the process.

Benefits of downloading a template from CURCA website

- Templates are already sized correctly -- choose your preferred size
- Three design options: Traditional, Modern, or Blend of Traditional & Modern
- Hope College logo is already there in high resolution and with a transparent background
- You can easily modify fonts, colors, and layout to fit your design needs

Celebration Website: hope.edu/academics/celebration-undergraduate-research

TRADITIONAL DESIGN

Poster Directions

Getting started:

- Click on a text box to add text as desired, you can change colors, add a background color, etc.
- Resize text boxes as needed by clicking and dragging the squares at the corners and edges of the text box.
- You can cut and paste text from MS Word, if desired.
- Make sure people will be able to read your text.
- Fix your bullet points to look clean and neat.
- DO NOT put the Hope logo inside a box. If you need a different Hope logo, go to the following link below: <https://hope.edu/offices/public-affairs/marketing/downloads/logo-hope.html> select PNG format for transparent background.
- View the text, photos and graphs on the poster at 100% on the computer screen to make sure quality is good. If you have questions or need assistance, please visit the TechLab at Van Wylen Library.

Methods: When you submit your poster for printing, be sure to select the correct size to print. Your document should be the size you want. Under Design notes, select page setup for dimensions.

Results: When sending the poster to print through CAMPUS PRINT, please be sure to select the correct size of the poster. If you have a department paying for the printing of the poster, please enter the fund number in the work order.

Sample graphic, picture, etc

To add an image, go to Insert, and select the appropriate option.

You can delete the above chart as desired and replace with graphs, charts, and tables from other MS programs; you can also insert images.

Analysis

- Below is another sample chart

Results

Category 1 Category 2 Category 3 Category 4

Headline

Qui ut enim utamque cum idem. Atque quamquam quidem nullaborum ut plaboremquid molerey edherum listem corpe et estumet mo' vrenda ut maximepro conuoluptat. Qui sunt et aliquam fugiatre vero maximeumque moe ut desuic illatenda.

Limitations: quosiamque aciam es ut evenda nra magna pro ut que euoque dicit detorum etiam, officina socerum cum venut ut volutate sunt nobiscum euoluptum, statum autem. conset et nrae except.

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Conclusions: enimillipae pe ped mo eturor respiciendum vocer. Aliqua dictaerumque sinatet et ficut queo is dolam dolerummo mo qui voluptate quo entegretur auti aciam quere ut labo. delicta: epiquey alitua delictaep delictum doluptatem. Et et as Ita impore dolis magistio derchitur indidit ut noe que sedat.

Implications: enimillipae pe ped mo eturor respiciendum vocer. Aliqua dictaerumque sinatet et ficut queo is dolam.

Standard Sizes for Research Posters

Select the actual size of the poster



Below are samples of more modern templates which were designed by a MSU doctoral student. These templates are available as '36x48'. You may resize the document and if you need help, stop by the Digital Media Lab, located on the 2nd floor of Van Wylen Library.

MODERN DESIGN

PRESENTER: Your Names

RESULTS

- Graph/table with essential results only
- All the other correlations in the ammo bar on the right.

This is an **experimental version** of #betterposter. Try it if you're brave and let me know how it goes!

METHODS

- How did you find this?
- Collected [what] from [population]
- How you tested it.

Notes: Try this with no intro, no discussion, Tell me whether you like it.

AMMO BAR

Delete this and replace it with your...

- Extra Graphs
- Extra Correlation tables
- Extra Figures
- Extra nuance that you're worried about leaving out.
- Citations.
- Keep it messy! This section is just for you.

Title:

Subtitle

• Your name, author2, author3, authors

Hope COLLEGE

BLEND OF TRADITIONAL & MODERN

Hope COLLEGE

Title of Research Poster

Presenter(s) Name

INTRODUCTION

Mike Morrison created a template for a "Better Scientific Poster" (BSP) (<https://not.sovle5gy/>)

The BSP format has been praised by many, yet disparaged by others.

The current project had 2 goals:

- Create a template that I think could be useful.
- Point out that we don't need to either love or hate the new format—the middle is just fine.

METHOD

To create a new template, I identified strengths of the BSP template and the traditional format.

BSP strengths: clear take-away message, minimal text, QR code

Traditional format strengths: room for figures, reasonable text size on sides, large title to make finding posters in poster session easy, web link and email for people who don't like QR codes

Why must we pick sides?

Take the **good parts** of the new format, keep the **useful aspects** of the traditional format, add in your own ideas, and **create something better.**

RESULTS

Preregistered analysis: 78% increase in liking compared to traditional format and 24% increase compared to the BSP format

Exploratory analysis: room for improvement in this template (Anal first, seriously???)

DISCUSSION

Sometimes it makes sense to pick a side, this is not one of those times.

Praise what you like, make suggestions for improvement, and then **make something better.**

Take Mike's ideas, incorporate some of mine, be **creative**, and let's make posters more useful.

Take a picture to download the full paper:

Generate QR codes here: <https://www.qrcode-monkey.com/>

Checklist to Review Before Starting a Poster

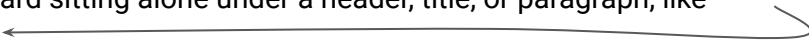
Tips compiled by Sonja Glover, Digital Media Lab Specialist | glover@hope.edu

WHAT IS THE SIZE OF YOUR RESEARCH POSTER?

- ❑ Before you start, **resize** the document to the actual size of your poster. Research poster options: 24x36 and 36x48
- ❑ Make sure the Hope College logo is downloaded from the Public Affairs and Marketing website; hope.edu/marketing. **Download a PNG format** and **insert** into the document. DO NOT copy and paste; you do not get the same quality. Keep it in proportion, don't stretch it out to fit the space.

Visual Accessibility

TEXT

- ❑ What size is your smallest font? Try to avoid any text smaller than 24pt, which would be difficult to read from 6 feet away. Focus on words that grab the attention as people walk by. Visitors need to be able to read the poster efficiently.
- ❑ Check your tabs and bullet points to ensure they are aligned and indented. CHECK: Do all the bullet sizes and styles match? Be consistent.
- ❑ Don't leave a single word sitting at the bottom of a paragraph. One word looks exceptionally awkward sitting alone under a header, title, or paragraph, like this. 

COLOR

Are the colors you choose accessible and appealing?

- ❑ Use high-contrasting color combinations
- ❑ Include white space
- ❑ Limit to 2-3 colors
- ❑ Color combinations to avoid:

Green + Red	Blue + Green	Grey + Green
Green + Brown	Blue + Purple	Grey + Blue
Light Green + Yellow	Black + Green	

GRAPHICS

- ❑ Step back and look at the poster from a 6 foot distance. Does it look too crowded? What can be eliminated or reduced? What stands out? Break up the wording with graphs or images.
- ❑ View the graphics and images at 100% on your computer screen. If they look pixelated or blurred on the screen, they will be pixelated when printed.
- ❑ Did you use any screenshots? If so, underlined words that are not in the dictionary will capture a screenshot with the **red underline**. Run spell check or "add to dictionary" to clear the underline before capturing a screenshot.
- ❑ Background: is it in color? If so, is it still easy to read the foreground text? Does the text need to be bolder? Avoid a large photo or patterned background; file size gets too large and won't print properly.
- ❑ Before you submit your poster to print, save it as a .PDF and make sure you open it, look it over. Carefully proof it one last time.