Research Poster Workshop

The "OUR" website poster template (44"x 36")

Download a blank poster template which includes the UWM logo:
https://www4.uwm.edu/our/pdf/Posters/Standard%20Template.ppt

Planning:

- Sketch out the layout of the poster on an 8.5" x 11" sheet of paper
- Use boxes to represent where text and images will fall
- Do this in pencil! (You may have several edits before the final draft)

PowerPoint Basics:

- The UWM logo (make sure it is clearly visible at the top of your poster)
- Text boxes (decide what format you would like, bordered, non-bordered, transparent or color filled, etc.)
    - Formatting text boxes (any shape can be converted into a text box by clicking on it with the text selection tool)
- Grid & Rulers (Use them! They are excellent aids for the alignment and placement of objects!)
- Charts & Smart Art (you can create or import charts using the Microsoft tools)
- Group objects in PowerPoint so that they can be moved together
- Creating borders (around text boxes, pictures, etc.)

Poster Format:

- *Layout*
    - Don't be afraid of empty space! Visual pauses give your viewer a chance to think and absorb information
    - 1 inch margins around the edges of the poster

- *Fonts:*
    - Your title should be readable from 6-10 ft. away
    - Title size: 100 - 120 pts.
    - Content areas: 24 – 48 pts. (larger text makes your poster more "reader friendly")
    - Give your text boxes subheadings to help guide the audience through your poster
    - Serif vs. Sans Serif (Use Serif fonts in data and text heavy areas, and use Sans Serif fonts for titles and subheadings : http://alexpoole.info/which-are-more-legible-serif-or-sans-serif-typefaces)
    - Avoiding hard-to-read font styles (You know the ones!) Scripted and very decorative fonts can be hard to read when used for large areas of text, like *Blackadder,* ♀♌♓♑♋♓●🖃 & Giddup
    - Use bullets and lists to break-down key points (break- up information on the poster so it is reader friendly. Most likely, you will be there to explain! If not, provide a printed

hand-out to accompany your piece for those long and extensive explanations of your research process)

- **KEEP IT SIMPLE!** Your audience should be able to get a general understanding of your research via your poster

Colors:

- Avoid distracting background and font color combos (i.e. hot pink background with green text on top! OUCH!)

DON'T DO THIS TO YOUR READERS!

- Pick colors that are "easy to look at" (neutral colors in large text areas are easier on the eyes when reading)

Images:

- Use graphs, diagrams, and pictures whenever possible
- **Whenever possible, use your own images!**
  - Web images are often very poor quality, AVOID whenever possible
- Images should be at least 300 ppi (images taken with a digital camera are usually good quality)
- Be sure to resize images by holding down the SHIFT key and grabbing a corner anchor point (this aids in keeping images at the proper proportions when resizing)
- Cite images if attained from an outside source i.e. websites, books, your lab, etc.
- You must have a high-quality image if you wish to use it for the background. Low quality images tend to lose clarity when enlarged (be sure to zoom in at 100% on your computer screen to closely inspect your images. If they look fuzzy on the screen, they will print that way!)
  - If you are scanning an image, please be sure it is at least 300 ppi
- **If an image looks fuzzy or pixilated on the screen, it really is!**
- http://www.hp.com/united-states/consumer/digital_photography/print_better_photos/tips/print-size.html

Printing:

- Each student gets one poster per project per year printed for free via the UWM Print & Copy Services department
- Downloadable form on our website at www.our.uwm.edu

General Tips:

- Remember, the average viewer decides within 10 seconds if a poster grabs their attention
- Your poster does not have to include every detail of your research. If a person wishes to learn more, you will be available to explain the "finer" details
- You have a short period of time to grab your audiences' attention, so make sure your title is succinct
- Cite your work (even images)
- Don't be afraid to be creative!
- Try to keep your file size below 25 MB

Have fun & be creative!

Contact Tamara Long (me!) at talong@uwm.edu with any poster creation & printing questions