

Recommendations for Creating a Poster

(provided by Rocky Vista University – Utah Campus)

Here are just some good tips to consider when making a poster:

1. Use the IMRaD format. Just like you would with a scientific paper, this is a great way to structure your poster. Enclosed is a link to a site that will break it down further should you have any questions: <http://thevisualcommunicationguy.com/writing/how-to-organize-a-paper/how-to-organize-a-paper-the-imrad-format/>
2. Make sure that when designing your poster, you cover these three points:
 - What is the most important/interesting/astounding finding from my research?
 - How can I visually share my research with conference attendees?
 - What kind of information can I convey during my talk that will complement my poster?
3. Basic Components of a Poster
 - 48" x 36" standard size
 - 3-4 Columns max
 - Include the following:
 - Poster Title
 - Author Information
 - Institution Name/Logo
 - Research Content
 - References (Number of your citations = number of sources; AMA format)
 - Acknowledgments
4. Graphs, Charts and Images
 - It is important to remember that images and graphics can help break up text. You can convey complex information visually – through charts and graphs.
 - When using images from a source always give credit to the source.
 - Like using color, don't overdo it. Generally, choose no more than 3 major colors to use.
 - Balance your poster. Do not put all the graphics on one side and all the writing on the other.
 - Aim for 60% graphic content; try to find ways in which to show your research visually.
5. Text
 - Do not use less than a font size 24 on your poster, with exception of the references which can be a size 16.
 - Make sure all to use the same font style everywhere on your poster, including your graphics.
 - Do Not use contractions on your poster.