Faculty Org Research Committee (FORC)
Research Rounds
April 3, 2014

“Best Poster Practices”

I. APPLICABLE TO ALL POSTERS

OVERALL FORMAT
✓ Use a template!!
✓ PowerPoint: 36” x 48” or 48” x 56” displays.
✓ Think about your audience.
✓ Make it aesthetically and professionally appealing.
✓ Provide plenty of ‘white space’.
✓ General order left to right, top to bottom.
✓ Use 2-3 theme colors.
✓ Use neutral/light colored background with black ink.
✓ Columns/boxes should be consistent sizes.
✓ Clearly identifiable level headings: title, main headings, and graphics.

TEXT
✓ Minimize text (choose text wisely, keep it concise!)
✓ Break-up blocks of text with graphics/tables/images.
✓ Consider bullets or phrases to emphasize.

CONTENT
✓ Arrange the information so that it ‘flows.’
✓ Clearly emphasize main points.
✓ Succinctly summarize important information.
  o Consider consolidating common info.
✓ Keep it simple and organized.
  o Organization should be logical/sequential and obvious.

FONT
✓ Font size should be visible from 3-5 feet away.
✓ Use the consistent fonts and sizes for the different levels (i.e., all main headings are the same font/size).
  o Suggested: +18 point font for body text and +70 point for title.
  o Use common fonts
• Arial/Helvetica for title and headings
• Palatino/Times New Roman for body text

**GRAPHS/CHARTS/TABLES**

- Clearly label tables & graphs.
- Make the figures/ images the focal point to draw people in.
- Have brief titles.
- Be kept clean of clutter (remove grids and background colors).
  - Include basic increments to orient the reader.
- Have directly labeled lines/bars/pie wedges.
- Emphasize relationships: (e.g., obesity increases as risk for diabetes increases)
- Pictures/images should be high-resolution jpeg files to avoid pixilation.

**AVOID**

- Distracting the viewer.
- Jagged edges/images in the background.
- Dark backgrounds with white letters.
- Bright colors.
- Clutter and repetition.
- ALL CAPS.

**II. RESEARCH POSTERS**

✓ Every poster should contain:
  - Abstract
    - State the question you are asking or what you are investigating.
  - Provide enough background information so the readers understand the scientific questions being addressed.
  - Describe the basic methods being used.
  - Present data in a clear format, *i.e.*, easy to read tables, graphs, and figures.
  - Present a conclusion.

✓ Every figure should have brief bulleted explanation or explanatory title. Reader should be able to follow on their without difficulty- poster should read itself!

**III. COMMUNITY/ HEALTH EDUCATION POSTERS**

✓ Keep in mind the age of the audience (e.g., grades 4-6 vs. 9-12 will be very different).
✓ Think about great visuals- images, graphs, charts w/ good explanations.
✓ Additional websites/ information that audience can look up/research for themselves.