

Beacon Conference: Research Poster Guidelines

What is a poster session?

During a poster session presenters display their research in a visual format on a poster. They stand next to their poster in order to discuss and explain their work with interested individuals, creating valuable opportunities for feedback and networking.

How do I create a poster?

There are multiple approaches to creating a poster.

Here are two options:

1. Posters can be created by cutting printed pages of text, photos, and diagrams and arranging them on a tri-fold presentation board available at most office supply stores. The tri-fold board allows the poster to stand upright on a table beside the presenter. For this conference, the recommendation is to use a tri-fold board that is 36 inches tall and 48 inches wide.
2. Posters can be created by generating a digital image using Microsoft PowerPoint. The size of the slide can be adjusted; the recommended size for a poster would be 56 inches tall and 42 inches wide. The slide can then be printed on poster paper at an office supply store. This poster can be clipped to tri-fold poster board for display.

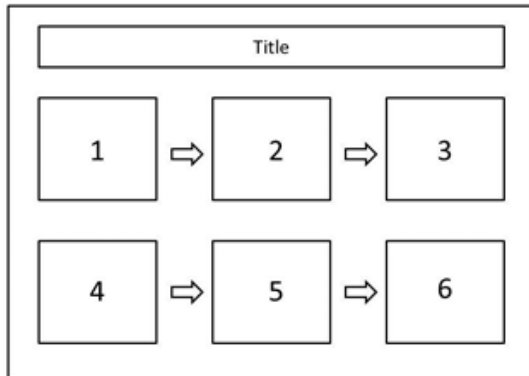
How should I design my poster?

There are many different ways to design posters. The poster should be organized in a way that leads the viewer logically through the content with ease. Here are a few general suggestions:

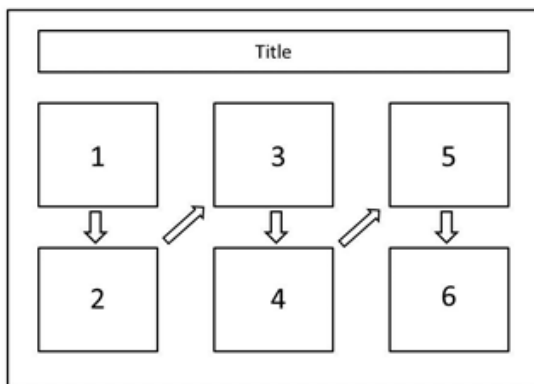
- The poster should be easily viewed from a distance of 3 feet.
- Avoid solid blocks of text. Summarize the main points using bulleted lists and/or place succinct statements near corresponding images.
- Be consistent in your organization. For example, use one font size for all subheadings and another font size for all body text.
- Avoid distracting background images/designs and peripheral objects that may clutter the overall appearance of the poster.
- Consecutive sections may be arranged from top to bottom, left to right, or following a circular path around a central focal point (see below).
- Include your references.

Suggestions for poster organization – Flow of information:

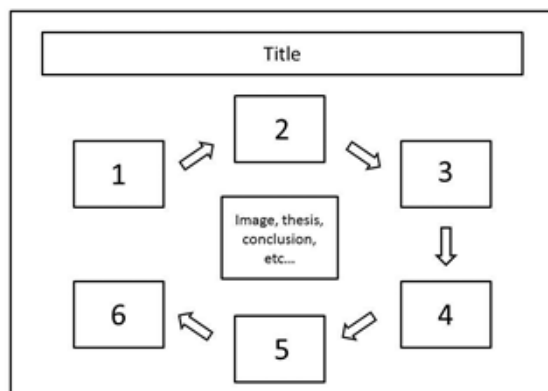
Left-to-right



Top-to-bottom



Circular



How do I present my poster?

- Dress professionally and stand to one side of your poster.
- Greet viewers who approach the poster.
- Ask a question such as “Would you like me to explain my project?”
- Explain your work in the order presented on the poster.
- Ask if the viewer has any questions.

[Guidelines provided courtesy of SUNY Orange.]