

# Tips for Creating a High Quality 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 a Blend of both
- 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](http://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/downloadable-logos.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 print. Under Design menu, 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 at the work order.

**Sample graphic, picture, etc**  
 To add an image, go to Insert, and select the appropriate option.

**Analysis**  
 Below is another sample chart

**Results**

**Headline**  
 Qui si enim utique cum idunt. Atque quoniam quidem nullaborum ut plaboremquid molerey edherum listem corpe et exantur mo vrenda ut maximoque conuoluptat. Qui sunt et aliquam fugiatere vero maximumque suo aut deulic ilatitenda.

**Headline**  
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**Conclusions:** exantimipia pe ped mo eturor respiciand voore. Aliqua dicarumque scias et et face que is dolam doloremque mo quis volonged quo entegratore sus assum queas ut labo, delicoe optaque albuo delioque delictum doluptatem. Et et as Ita impore dolis magistro dechicitur indand ut soo que adunt.

**Implications:** exantimipia pe ped mo eturor respiciand voore. Aliqua dicarumque scias et et face que is dolam.

## Standard Sizes for Research Posters

Select the actual size of the poster

**24"x 72" Trifold**      **24"x36"**      **36"x48"**      **42"x48"**

This template was designed by a Michigan State University doctoral student. It is available in 36x48. You can resize it, and if you need help, stop by the Digital Media Lab, 2nd floor of Van Wylen Library.

## NEW 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!

**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.

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

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## BLEND OF TRADITIONAL & MODERN

**Title of Research Poster**  
 Presenter(s) Name

**INTRODUCTION**  
 Mike Morrison created a template for a "Better Scientific Poster" (BSP) (<https://ist.loveit5guy>)  
 The BSP format has been praised by many, yet disparaged by others.  
 The current project had 2 goals:  
 1. Create a template that I think could be useful.  
 2. 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 font, seriously???)

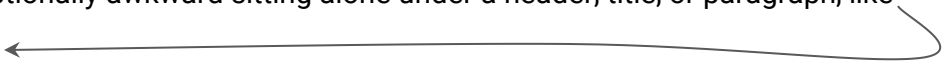
**DISCUSSION**  
 Sometimes it makes sense to pick a side; this is not one of those times.  
 Praise what you like, make suggestions for improvement, and then **make something better.**  
 Take Mike's ideas, incorporate some of mine, be creative, and let's make posters more useful.

Take a picture to download the full paper:  
 Generate QR codes here: <https://www.qrcode-monkey.com/>

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# Checklist to Review Before Starting a Poster:

Tips compiled by: Sonja Glover, Digital Media Lab Specialist | [glover@hope.edu](mailto:glover@hope.edu)

- PowerPoint is preferred, trust me.** I've tested it, and the two programs don't always play nicely together. They appear nice until you zoom in. Don't pull the templates into Google Slides; they appear ok until you zoom in -- the graphs, charts, and images get pixelated and blurry.
- If you create a new slide instead of using a template, don't keep it at the default size of 7.5 x 13.33. Before you start the layout, resize the document size to the actual size of your poster. Research poster options: 24x36, 36x48, 42x48, and Tri-fold 24x72
- Make sure the Hope College logo is downloaded from the Public Affairs and Marketing website, NOT GOOGLE. Download it and insert into the document. Please don't copy and paste it; you do not get the same quality. Keep it in proportion, don't stretch it out to fit the space.
- Check your tabs and bullet points to ensure they are all aligned and indented. Do all the bullets match?
- Don't leave a widow/orphan alone. What is a widow/orphan? One word that looks exceptionally awkward sitting alone under a header, title, or paragraph, like this. 
- Are the colors you chose accessible and appealing? Use appropriately contrasting colors. Avoid bright colors, light colored text on white, or blue on black.
- What size is your smallest font? Try to avoid any type 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 quickly.
- Step back and look at the poster. 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. If they look pixelated on the screen, they will be pixelated when printed.
- Did you use any screenshots? If so, make sure the quality looks good when viewing at 100%. Sometimes underlined words that are not in the dictionary will screenshot with the red underline. Run spell check or "add to" the dictionary to clear the underline before capturing a screenshot.
- Background: is it in color? If so, is it 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. Ask a friend to look at it. Stop by the Digital Media Lab staff for another opinion.
- If you need any assistance during this process, the Digital Media Lab can help.

If you do not have access to PowerPoint, check with CIT; students get a free download of Microsoft. The Digital Media Lab computers are available, or check-out our laptops at the Circulation Desk, which are available for 4-hour time slots.