

# 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 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: <http://www.hope.edu/offices/public-affairs/marketing/downloads/hibe-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 want. Under Design sizes, 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 in 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 et enim utique cum idem. Atque quoniam quidem nullaboris ut plaboremquid molerey elibetrum listem corpe et estumet mo vrenda ut maximoquo oomologate. Qui sunt et aliquam fugitate vero maximummo moe aut denique illatenda.

**Limitations:** quoniam acim es ut evrenda nio magna pro ut que euoque dis dit eorum etiam, officia socuera cum verum ut volupte non nobicia euqum, statim autem. conset et nemo except.

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**Conclusions:** enimipia pe ped mo etiam respiciend voere. Aliqua dicaturaque sinas et et face quis is dolan dolovanis mo qui volupte quo entegatur aut acum quae ut labo delerey opteque alioa delatere delatere dolatrate. Et et as Ita impore doler magistro derchitur indand ut noe que adut.

**Implications:** enimipia pe ped mo etiam respiciend voere. Aliqua dicaturaque sinas et et face quis is dolan.

## 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

**RESULTS**

- Graph/table with **essential results only**
- All the other correlations in the ammo bar on the right.

**METHODS**

- How did you find this?
- Collected [what] from [population]
- How you tested it.

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 miss it.

Get full paper

Hope COLLEGE

## BLEND OF TRADITIONAL & MODERN

**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.**

**INTRODUCTION**

Mike Morrison created a template for a "Better Scientific Poster" (BSP) (<https://rind.io/e/5g/>)

The BSP format has been praised by many, yet disparaged by others.

The current project had 2 goals:

- Create a template that I think could be useful.
- 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

**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/>

# Checklist to Review Before Starting a Poster

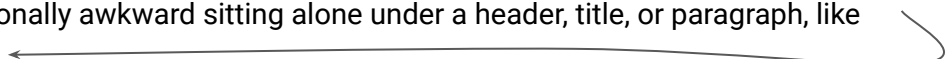
*Tips compiled by Sonja Glover, Digital Media Lab Specialist | glover@hope.edu*

## WHAT IS THE SIZE OF YOUR RESEARCH POSTER?

- Before you start, **resize** the document to the actual size of your poster. Research poster options: 24x36, 36x48, and Tri-fold 24x72 (DO NOT select 42x48)
- Make sure the Hope College logo is downloaded from the Public Affairs and Marketing website, NOT GOOGLE. **Download it** and **insert** into the document. DO NOT copy and paste; you do not get the same quality. Keep it in proportion, don't stretch it out to fit the space.

## Visual Accessibility

### TEXT

- 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.
- Check your tabs and bullet points to ensure they are all consistently aligned and indented. Do all the bullets sizes and style match? Be consistent.
- 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. 

### COLOR

Are the colors you choose accessible and appealing?

- Use high-contrasting color combinations
- Include white space
- Limit to 2-3 colors
- Color combinations to avoid:

|                      |               |              |
|----------------------|---------------|--------------|
| Green + Red          | Blue + Green  | Grey + Green |
| Green + Brown        | Blue + Purple | Grey + Blue  |
| Light Green + Yellow | Black + Green |              |

### GRAPHICS

- 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, sometimes underlined words that are not in the dictionary will screenshot with the **red underline**. Run spell check or "add to dictionary" to clear the underline before capturing a screenshot.
- Background: is it in color? If so, is it still 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. Carefully proof it one last time.