What is a research poster?

Posters are widely used in the academic community, and most conferences include poster presentations in their program. Research posters summarize information or research concisely and attractively to help publicize it and generate discussion.

The poster is usually a mixture of a brief text mixed with tables, graphs, pictures, and other presentation formats. At a conference, the researcher stands by the poster display while other participants can come and view the presentation and interact with the author.

Poster Design Tips:

- Use large text (your text should be at least 18-24 pt.). Section headings should be 36 pt. and title should be 40 pt. or larger
- Do not use more than 2-3 font styles total
- Use fonts that are easy to read
- Aim for 20% text, 40% graphics, and 40% empty space
- Avoid too much text (no more than 800 words max)
- Organize your content with columns, sections, headings, and blocks of text
- Choose a title that illustrates what your poster is about. Your title should be at least twice the size of your regular text.
- Choose colors carefully and pay attention to contrast. If in doubt, dark print on light background is best.
- Selectively incorporate charts, graphs, photographs, and other graphics that support the theme of your poster
- Avoid fuzzy images; make sure all graphics are high-resolution and easily visible
- Include your name and The University of Scranton logo
- Edit your poster carefully before the final print-out

UofS Celebration of Student Scholars Details:

- **POSTER SIZE: 36" Tall x 48" Wide (Max)**
- Display boards are available at Celebration of Student Scholars. Each display board has an upper and lower section
- Display board spaces will be assigned based on order of registration for the Celebration of Student Scholars
- Students should be available alongside their work for discussion for as much time as their schedules allow
- Posters can be printed at the University's Print Shop with maximum size of 36"x44". Prices range from $15-$75. Cash, Check and Royal Card accepted (no credit cards accepted). Allow 3-5 business days for printing (during high-volume periods more time may be required). Contact the print shop for more information at (570) 941-4198 or printing@scranton.edu

Resources

- Designing a Humanities/Social Sciences Research Poster
  https://www.bgsu.edu/content/dam/BGSU/provost/center-undergraduate-research-scholarship/documents/Designing_a_Research_Poster_for_the_Humanitites_Social_Sciences.pdf

- Advice on Designing Scientific Posters, Colin Purrington blog, Swarthmore College
  https://colinpurrington.com/tips/poster-design/

- Free PowerPoint Poster Templates
  https://www.posterpresentations.com/free-poster-templates.html