

TIPS AND TRICKS FOR POSTER DEVELOPMENT

Updated March 3, 2015

Size

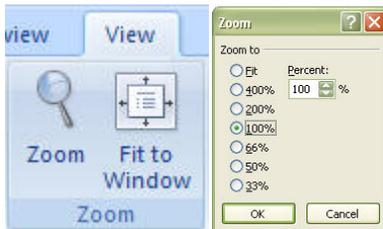
Make sure your poster has been sized to the correct proportions in PowerPoint. PowerPoint slides have a maximum size of 56 inches. Therefore, a desired 3x5 feet poster requires 18 inch x 30 inch slide size. A desired 4x6 feet poster requires 24 x 36 inch slide size. Posters can be printed at 200% to achieve the desired size.

Font

- Posters should be legible at 3-4 feet and the title should be legible at least 6 feet away from the poster. Use simple fonts such as Arial or Times New Roman at a minimum of 14 pt. Generally, a font of 20 to 24 pt is recommended. The exception is the font size for the section "Literature Cited." If there are several citations, a smaller font size can be used in this section.
- The poster title should be centered at the top of the poster and the title font size should typically be between 60pt and 96pt.
- Use a consistent font, color, and size for all the headlines (though not necessarily sub-headlines if your poster has any).
- Use a dark font color to ensure that your text will show up well against a white background (yellow on white makes the text very difficult to read). Bright or light colors will not stand out. Using a dark color (navy blue, burgundy, forest green, etc.) will be easier for the reader to see.

Images

- Look at any pictures that are to be included at full size (e.g. if you're making a poster at half size, use the *Zoom* feature to look at the pictures at 200%). The pictures may look fine on your screen at 33%, but could be pixilated when they are printed out full size.



- **Do not copy and paste images into PowerPoint.** Save the image separately and use the *Insert* function in PowerPoint to include it in your poster file.



- Charts and graphs can be copied and pasted into PowerPoint since these are not images.
- Photo images should be set at 125-200 dpi in JPEG format. Do not use .TIF in PowerPoint.
- Images that contain cartoons, illustrations, scanned text, drawings or charts should be 225 dpi in GIF format.

- The SPH logo should be affixed at the top left-hand corner of your poster. UIC and other SPH departmental specific logos are available for download at <http://logos.uic.edu/index.cgi?PREFIX=COL.SPH&SUBSECTION=College&FILTER=>.

Spacing and layout

- Use 1-inch margins.
- Use columns to present your information.
- Use the ruler on the side of the PowerPoint slide (this can be added using the *View* tab and clicking on *Ruler*). If you have a lot of text boxes, pictures, or graphs, you might also want to use the Grid and Guides option. The top and bottom of each text box should be aligned so that the border of the poster is consistent throughout. Tip: Double-click on the text box to check and modify size.



- Try to keep the spacing between sections equal at least within a column, and keep the spacing between the columns consistent. The spacing does not have to be large ($\frac{3}{4}$ " looks fine), and do not go too large – a space of more than 2" between the columns makes the poster look like there isn't enough information on it.
- Justifying text (evenly distributing between the margins) can make the poster look more professional.

Example:



Title (centered formatted in "sentence case")
Names of Investigators, Division, (centered)
University of Illinois at Chicago, Chicago, Illinois (centered)

Introduction
This section will be short and composed mostly of a hypothesis or reason for the research. Background information for posters is usually at a minimum.

Results
This will be the largest portion of the poster. Arrange your results in a logical order according to the point(s) you want to get across.

Conclusions
This section is usually more a conclusion with discussion left for the publication. Recap the results and how they fit the hypothesis, emphasizing the major points. Don't try to fit all your research on one poster.

Materials and Methods
Include a brief description of data sources and analytical methods used to address your research question(s).

Literature Cited
This section can be a smaller font especially if there are several papers to cite.

Acknowledgements
If your work is funded, indicate the source here. Also, if faculty, staff or other students assisted you but are not co-authors, they should be mentioned here.



Figure 1. (example)
j d j j d j d j d j d j d
d h d j d j j d j d j d j d

Table 1

k d k l d j k l d j k l d l

d f d f d f d f d
d k f k d l d k f j l
d f d j f d j f d k



Figure 2. (example)
k d k d k d k k k k
d k k d k d k k k k
k d k d k d k k k k

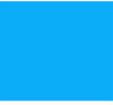


Figure 3. (example)
k d k d k k k k d k



Figure 4. (example)
k d k k d k k d
d k d k d k k d
d k k d k k k k k k

Mac vs. PC:

Posters created in PowerPoint for Mac are approximately equivalent to those created in PowerPoint for Windows. However, the transfer of a poster file from Mac to PC will often reveal inconsistencies in formatting (i.e. fonts, colors) and media file compatibility (i.e. QuickTime-compressed images may not open on PC). SPH poster printing services uses PowerPoint 2013 for Windows and highly recommends viewing poster files on a PC before final submission for printing.