

# TIPS AND TRICKS FOR POSTER DEVELOPMENT

Updated February 8<sup>th</sup>, 2021

## Size

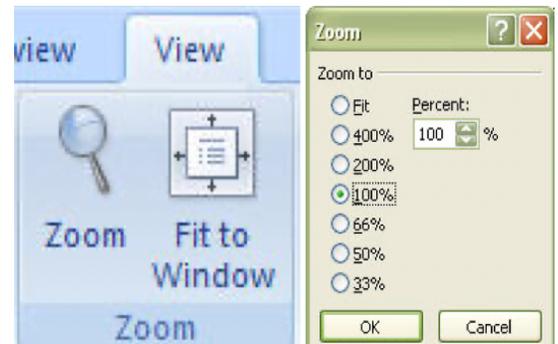
Make sure your poster has been sized to the correct proportions in PowerPoint. We recommend participants to select the **widescreen slide (16:9)** as it presents better on laptops, TV monitors, projects and more.

## Font

- Use simple fonts such as Arial or Times New Roman at a minimum of 14 pt. Generally, a slide font of 15 to 25 pt is recommended depending on the placement of headers, subheading, and body text. 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 be between 54 pt to 64 pt.
- Use a consistent font, color, and size for all the headlines (though not necessarily sub-headlines if applicable).
- Use a dark font color (navy blue, burgundy, forest green, etc.) to ensure that your text will be well read on all backgrounds, and screens. Bright or light colors will not be easily read by all on different platforms.

## 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 put on the slide for viewing. Be sure to test your slide in presentation mode to prevent this issue.



- 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 set to 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: <https://logos.uic.edu/index.cgi?PREFIX=COL.SPH&SUBSECTION=COL&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 to your display by using the *View* tab and clicking on *Ruler* - as shown on the right). If you have several text boxes, pictures, or graphs, you might 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 its size.



- Try to keep the spacing between sections of your poster equal within a column and keep the spacing between the columns consistent. The spacing does not have to be large (3/4" is ideal) but should not be more than 2" between the columns.
- Justifying text (evenly distributing between the margins) can make the poster look more professional.

## Mac vs. PC

Posters created in PowerPoint for Mac are approximately equivalent to those created in PowerPoint for Windows. There can be issues when transferring the poster file from Mac to PC (i.e., fonts, colors, and sizing may change) and media file compatibility (i.e., images may not open) may not be exact. For this reason, we recommend you testing your final poster slides with peers.

## Example of a poster slide that follows the above:



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).

Table 1

kdkldjkljdjklldl

dfdfdfdfdf  
 dkfkdlldkflj  
 dfdfdfdfdk



Figure 3.  
 (example)  
 kdkdkkkdk



Figure 4.  
 (example)  
 kdkdkkkd  
 dkdkdkkd  
 dkdkkkdkk

### **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)  
 jdjdjddjddjdd  
 dhjdjjjddjdd



Figure 2.  
 (example)  
 kdkdkkkkk  
 dkdkdkkkk  
 kdkdkkkkk