

SRI HANDOUT POSTER PRESENTATIONS

The McNair Scholars Program will provide you with one opportunity to print a PowerPoint poster presentation be used for McNair events as well as professional conferences. This overview will give you a general idea on how to create your presentation. You should refer to notes from the poster presentation workshop and seek guidance from your mentor. If further assistance is needed, the graduate assistant is available for design advice, proofing, etc.

CREATING YOUR POSTER

A common format for poster presentations involves creating one large poster using PowerPoint. This essentially entails formatting ONE SLIDE according to the specifications below. You'll create various text boxes and insert images and graphs as appropriate. We require that you have your poster printed according to the standard dimensions of 48x36 inches as this size is likely to work in most settings.

1. Open a new PowerPoint presentation and access the Page Set-up menu (File – Page Set-up)
2. Designate the width as 48 inches and the height as 36 inches
3. Change the slide to a landscape orientation and close the window
4. Create and format text boxes to contain titles, headings and content of your poster
5. Insert images by using the Insert – Object, Picture, etc. menu options
6. Graphs and charts may be created either through PowerPoint itself, or through Excel and inserted as an image

DESIGN TIPS

A poster is a visual storytelling. Make it eye-catching and easy to read so people will stop to look.

- Use a basic font like Arial or Times Roman; don't use dark backgrounds
- Your poster should be able to be read at a distance of 4 feet
- Use lots of pictures, graphs, tables, charts and drawings; avoid a lot of text
- Each part of the poster should be self-sufficient; most people will only read a portion
- Poster should be symmetrical and balanced and look good up close and from a distance
- Leave white space around your material; use bolding/italicization to organize content
- Keep what text you have to short sections; use an outlined form and bullets for easy reading
- Introductions should get to the point quickly and draw in the reader
- All figures should have a full legend with the conclusion clearly stated
- Conclusions/summary should be in bullet form for "fast-food" reading of your poster
- Be sure to acknowledge your sponsors (if any) and base institution (i.e. CMU)
Here is a link for a print-quality CMU word mark:
<http://mediabank.cmich.edu/graphics/cmulogos/default.htm>
- You may want to include key bibliographic sources used in your research
- Proof! Proof! Proof! – there are no excuses for typos – it makes you appear unprofessional
- Be available and friendly to attract people and conversation; be prepared to discuss the material on your poster and answer questions; you should have a prepared 5 minute "walk through" of the highlights
- You may wish to have copies of your paper (or abstract) available for interested viewers in addition to your business cards with your contact information

POSTER TEMPLATES AND SAMPLES

You can do a web search on “PowerPoint poster templates” for free downloads and/or ideas.

A good source of “basic pointers” on the topic of creating posters can be found at:

<http://www.acm.org/crossroads/xrds3-2/posters.html>.

Below is a sample poster created by Brian Siers for use within the industrial and organizational psychology field and presented at a professional conference.

