

Poster Presentation Guidelines

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By the time you submit an abstract, you should have made progress on the text of your project presentation. Coordinate your exact timeline with your faculty sponsor. It's a good idea to keep updating your faculty sponsor with your progress and any questions you have. Give yourself plenty of time, as revising can be a lengthy process.

Purpose of a Poster Presentation

- Serves as a conversation starter
- Communicates information
- Summarizes your work
- Advertises your research activities

An effective poster

- Focuses on a single key message
- Uses graphics and visual elements to tell a story
- Is well-organized with a clear, easy-to-follow sequence

Size/Orientation

36 x 48 inches; poster easels work best in landscape format



Text

Fonts

- Use 1-2 fonts maximum.
- Sans-serif fonts (Arial, Helvetica) are best for titles.
- Serif fonts (Times New Roman) are best for body text.
- Never use script or comic fonts.
- The color of your font should be easy to read and contrast with your background.

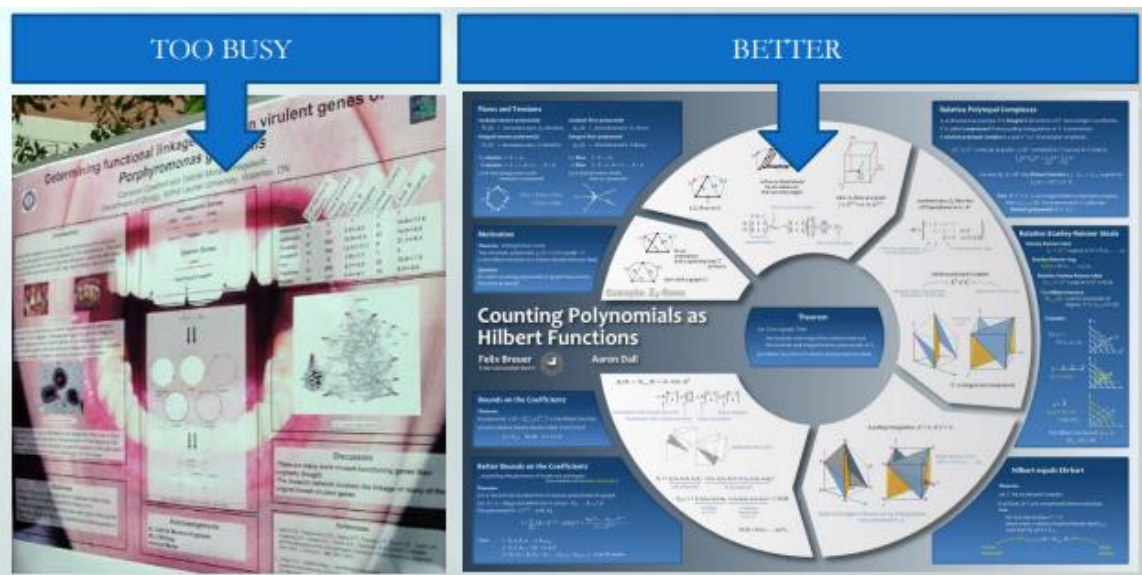
Font Size

Your poster needs to be legible from 4-6 feet away.

- Titles and headings: 36-54 point font
- Body text: 24-36 point font
- Captions and labels: 18-20 point font.

Visual Elements

- Simple backgrounds are best if you have a lot of images, graphs, or tables.
- Eye-catching background images are distracting; it's usually only appropriate if you don't have any images.



Right image from: <https://informationisbeautiful.net/>

- Don't use low-resolution images, only use high-resolution images. Low-res images might look okay on a computer screen but become pixelated and blocky when enlarged and printed.

- Avoid compressed image formats such as *jpg*.
- Only use images you have permission to use. Use your own images or find copyright-free images online. Find more information here:
<https://support.google.com/websearch/answer/29508?hl=en&co=GENIE.Platform%3DDesktop&oco=0>.

Logos

You're required to display the NSU logo on your poster. Make sure to display the logo correctly, following the guidelines at: <https://www.nova.edu/brand/wordmarks-logos.html>

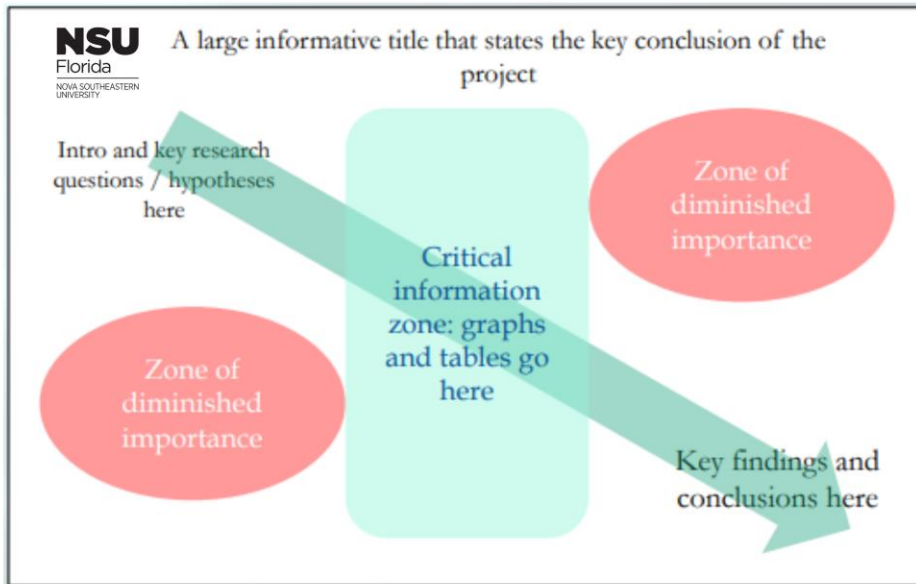
Content

You should first write your poster text as a Word document. Your proposed poster text should be no more than 5-pages double spaced in Times New Roman 12-point font, including literature cited. This text should have the same headings you expect to put on your poster. Once the poster text is finished, you can copy and paste the text into your poster template.

1. Identify your key message. Express that message in a single sentence. Consider making this your title.
2. Collect the visual elements (graphs, pictures, tables, charts) that summarize the data and support your message.
3. Write a clear, concise summary of your results, referencing the visual elements.
4. Include only the methods that allowed you to produce the results.
5. Write a brief introduction providing background information and framing the research question.
6. Briefly discuss the results and clearly reiterate your key message as a conclusion.
7. Thank those who helped you (acknowledge lab mates, resource people, and funding sources).

Layout

The visual elements (figures, tables, images, etc.) should occupy central spaces on your poster and dominate the poster visually. The visual appeal of your poster is the first thing people will notice. The second is the title. The average viewer will take less than five seconds to decide whether to read your poster, so make sure your title is attention-grabbing.



STEM Posters (IMRaD Format)

- Title, your name(s), faculty advisor(s), NSU logo
- Abstract **
- Introduction/Specific Aims/Objectives
- Materials and/or Methods **
- Results
- Discussion/Conclusion/Future Directions
- References or Literature Cited **
- Acknowledgements/Funding/Contacts **

** These elements are less essential in posters and should never dominate. In some cases, they may be omitted or added to a handout to accompany the poster.

Non-STEM Posters

Non-STEM disciplines such as business, law, or the humanities rarely use the standard IMRaD format. They more commonly use one of three formats:

- Thematic: poster divided into 2-3 sections, each dealing with different themes/subthemes
- Narrative: poster tells a story about a specific event
- Questions and Answers: poster is divided into sections, each covering a small number (2-3) of clearly articulated questions

Printing

- Before printing, proofread your poster at 100% size to confirm the spacing of elements is consistent and the images will print out properly at full resolution.
- Posters can be printed at the Rosenthal Student Center, Room 203, at the Fort Lauderdale/Davie campus. Printing information and request forms can be found at: https://www.nova.edu/asm/posterprinting_maincampus.html

Presenting Your Poster

- Poster boards and easels will be provided. We'll notify you of your poster and easel number.
- Stand next to your poster and look engaged.
- Be prepared to answer questions.
- Consider having a single-page printout of your poster with your contact information as an oversized business card

Helpful Resources

- Poster templates: <https://www.posterpresentations.com/free-poster-templates.html>
- Poster examples/counterexamples: <https://colinpurrington.com/tips/poster-design/>
- Poster tips: <http://betterposters.blogspot.com/>
- Illustrating difficult concepts with images: <https://informationisbeautiful.net/>