

# Tips for poster making

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- (1) What to tell in your poster?
  - a. You should convey the core—and only the core—of your proposal.
  - b. Think about how much you can convey in 5 minutes.
  - c. What's the most important message that you want to tell them in 5 minutes?
- (2) Where to start?
  - a. I believe using Powerpoint is easiest.
  - b. Create a big file with the size specified by your conference format.
  - c. Zoom in and out as you edit.
- (3) Style
  - a. Some samples (by my former Rutgers undergraduate students) can be found on this website.
  - b. Use multiple columns, each corresponding with sections.
  - c. The title should be big and outstanding. Put your school's logo if you like.
  - d. Use colors well (not that I trust my sense of aesthetics). Don't make your poster boring.
  - e. (I usually like black letters against light background, not white letters against dark background.)
  - f. Relately, highlight section headings well. It makes your poster look organized.
  - g. Avoid small fonts. 28 would be the minimum.
  - h. Avoid too many texts. Use graphs, tables, pictures, trees, etc, well.
  - i. Think about "would I want to go see that poster?"
- (4) Placement
  - a. Place important stuff at the top region.
  - b. Place not-so-important stuff at the bottom region.
  - c. Try to have your section breaks at the top.
  - d. Important stuff: Your proposal, your result, graphs, tables, trees.
  - e. Not-so-important stuff: Details of your experiments, references, acknowledgements
  - f. You can place a short abstract at the top: that way, people can decide if they want to hear more about the poster.
  - g. You can alternatively put a summary at the end.
- (5) Others
  - a. Don't spend too much time on alignment of text boxes and stuff. You can waste so many hours.

- b. Make sure to get hold of a printer that can print posters ahead of time. Some places take a few days. It can also be costly, especially at the last minute.
- c. Bring small black-white handout copies. Put your contact info there.