Poster Construction

One per group.
Due by Friday, March 10 Hulings First Floor Atrium Space.
Group needs to stand by poster to answer questions. You may take turns doing this, but the poster should be person-ed from 4:30 – 6:00 pm.
Put poster in Hulings 12 after event, for Julie to grade and evaluate.

Use Hulings 12 as the spot to get materials together for pasting OR for doing poster on Adobe Illustrator. There are materials already available for your construction, that include:

- Poster board (n=12, different colors)
- Different colored papers for backing
- Cutting board
- Word processing and a laser printer for black and white printing
- Spray glue

If you want to make anything colored (i.e., color pictures printed out, or a color graph or two from the computer) you need to print these items out before coming in to make the poster.

Your poster should end up looking something like this:

Make the Title In Large Print and Place it Here . . .
Your names and affiliation here
Poster Construction (part 2)

First, you need a really big title, in 48 pt font or greater. It should describe briefly what you are studying, and it can be clever as well, but don’t provide something clear at the cost of making the title missing important meaning for the reader. Your names and affiliation should be in Large Font, although most authors are modest and put their names in a font slightly smaller than the title.

Then you have room for 8 panels of information. ALL TEXT on the panels should not be smaller than 14 point font. This means that you may be able to fit 2 paragraphs of information, previously typed as 12 or 10 point font, on each sheet. Be brief, clear, to the point. Remember: THIS IS A POSTER. No one expects a completely thorough methods section. No one expects ALL of your results to be presented in the poster form. You need to pick out the information that will be the most clear, the most insightful, the most interesting to the reader. The outcome of your study should be readily and easily conveyed in a graphic medium (no long lists of numbers as tables, here).

The flow of the panels can be left to right (as shown) or vertically (up and down), although some people have trouble following it when it is up and down. Don’t put the panels in a random order.

The arrows on the drawing indicate the direction pictures or images should face. It’s a bit of a secret in layout and design, but you don’t want photo’s of people/animals etc to look “off the page” and out into nothing. Your audience’s eyes will be drawn to the direction of the image, and if the bird/animal looks away from the center of your poster, so will the audience. Flip images so that any photo’s point into your poster, not away from it.

Also shoot for triangulation, which provides balance on the poster. Don’t put all graphics and heavy images on one side (or on the bottom, or top) with text in all the other panels. Vary the heavier visual items in between text panels so that the eye wanders throughout the whole poster, rather than just to the visually “heavy” side.

Have fun. Be clear. Tell us what happening and why it is interesting.