Poster Presentation Guidelines

November 2-4, 2015
Orlando, FL

Specifications for Poster Presentation

- **Poster Size:** Must be 30”x 40” and materials must be mounted horizontally. We will provide the 30” x 40” white foam core board and mounting supplies onsite.
- Include the title, author name(s), and the institution(s) where the work was completed in large letters at the top of the poster.
- Use APA style headings appropriate to your poster, (e.g., Introduction, Methods, Results, and Conclusions).
- All data, illustrations, charts, etc. to be posted should be prepared in advance as materials for these purposes will not be available at the meeting site. Tables for other materials such as copies of the paper and brochures will not be provided.
- You may distribute business cards for attendees who want additional information.

Tips for Poster Preparation

Your poster is a visual presentation you will use to show the highlights of your project and encourage discourse. To make your poster stand out and invite people for a closer look, its theme must immediately be clear, it must look interesting and the essence of your message must be easily understood in a few minutes.

Content

- Keep text to a minimum, emphasize graphics, and make sure every item in your poster is necessary. You want your poster to stimulate discussion.
- Posters are typically viewed at a distance of 4-6 feet. Materials must be easily read at this distance.
- Text size is important. The title should be in very large type, 84 pt. or larger. Your name and school should also be noted in large type, consider 72 pt. Headings and sub-headings should be at least 36 pt. Text on panels should be between 18 and 24 pt. to be legible.
- Keep each panel relatively short and to the point. More than 25 lines won’t get read, but 15-18 usually will. Framing the text by putting a box around it will emphasize important sections.
- Whether making your poster a single document or using a series of panels, make sure your presentation flows in a logical sequence. (Introduction, Body, and Conclusion). Remember that readers will naturally read from top to bottom, left to right.
**Design Basics**

- Make your message clear. Write an outline and draw a rough sketch to plan the layout of your poster.
- Proper spacing of information is important for the overall look and readability of your poster. Divide your poster into three or four columns and rows, and place your materials within them.
- When choosing a background, remember that this will be a frame for your panels, so use neutral colors or grays rather than bright colors. Use of light colors will contrast with dark text and make it easier to read.
- Choose a simple font, such as Times, Helvetica, or Arial and stick with it. Do not use more than two fonts. Avoid overly fancy fonts with outlining, shadowing, and other embellishments, as it can be hard to read and distract from your message. To make a headline stand out, use a larger font size, bold, or underline instead.

**At the Poster Session**

Your task as the presenter will be to answer questions and provide further details; to defend your project or accept compliments; and to convince others of its merit. Your fellow attendees, as professionals in the field of student success and retention, will be a valuable source of insight. It is our hope that you will use this feedback to further develop your program and present a full paper on it at the Symposium in the future.

**Past Award Winners**

![Poster at the Symposium](image)

**Winner—2014 NSSR CSRDE Best Poster Award**

*Mandatory Supplemental Instruction in Fundamentals of Algebra: A Program to Promote Student Success in Developmental Mathematics*

Jim Yard, Delaware Valley College
Winner—2013 NSSR CSRDE Best Poster Award

Retention and Recovery of Fully Online Students at Drexel University
Valerie Delleville, Drexel University

Winner—2012 NSSR CSRDE Best Poster Award

Kudos and Warnings: Managing 55,000+ Flag Notifications to Support Student Success
Jayne Geissler, John Trifilo, Elizabeth Coghill and Steven Asby at East Carolina University
More Resources on Effect Poster Presentations

*Creating Posters in PowerPoint: Video Tutorials*
Deborah A. Sleight, Michigan State University
http://omerad.msu.edu/meded/poster_intro.html

*Communicating Your Research and Results through a Poster Presentation*

*Do’s and Don’ts of Poster Presentation*
Steven M. Block, Princeton University
http://www.stanford.edu/group/blocklab/dos%20and%20donts%20of%20poster%20presentation.pdf

*Scientific Literature and Writing Poster Presentations*
Gary Ritchison, Department of Biological Sciences, Eastern Kentucky University
http://people.eku.edu/ritchisong/posterpres.html