Student Guidelines

College Office for
Undergraduate Education

Emory College Poster
Printing Service

Poster files, including any special instructions, should be sent to:
echelp@emory.edu.

Please send your file in PDF format with your name in the name of the file. Note that at least 50% of your poster must be white. Do use color, but there must be large white spaces as well. Even light color filling the whole background is still color!

Remember: Unless you are a graphic artist, a good poster will take at least a week to put together.

- **Setting the size of your poster in PowerPoint:**
  - On the menu bar, choose FILE, then PAGE SETUP.
  - Change *Slides sized for* to "Custom.
  - Change *Orientation for Slides* to "Landscape."
  - The Width of your poster is **variable.** In the Width field enter your poster's width (most posters are 48-52 inches; the maximum is 54 inches).
  - The Height of your poster is **fixed** at 42 inches because the width of the paper roll used in the printer is 42 inches. In the Height field, enter 42.
- **Poster Layout:**
  - Your poster should contain highlights of your project and body text should be easily readable from more than 4 feet away. This allows more people to read your poster at the same time.
  - Visually appealing and legible posters make the biggest impact. To enhance the ease of viewing for a wide poster, text sections should be divided into columns (usually 3-4). Columns can be achieved by using text boxes or columns.
  - Text flow should be from left to right, starting with the upper left of the text columns and ending at the lower right.
  - Tables or graphs of statistical data, drawings or photographs can improve poster appeal, but must be important to poster content.
  - Keep the design simple and avoid flashy backgrounds that detract from the content.
  - Posters printed on the SIRE poster printer in the College Office for Undergraduate Education must have a white background.
- **Poster elements:**
  - Title
  - Authors(s)- discuss with your research mentor whether he/she should be listed as a co-author or listed in the acknowledgements.
  - Affiliation
  - Poster body (in columns using text boxes, graphs and photos)
    - Introduction/Background
    - Methods/Process
    - Results/Findings
    - Conclusion(s) and Implications of your findings
    - Acknowledgements, i.e., funding sources (SIRE?), mentors, others of support not mentioned at the top as co-authors.

- **Content:**
  - o Your poster content should be closely related to your published abstract and changes over the course of your research should be reflected in both your poster & your abstract.
  - o Ensure that all claims and conclusions are supported by data on the poster or by references.
  - o Do not include speculative or unsubstantiated comments.
  - o If your abstract involves a device or instrument, avoid making comparisons to competing products unless substantiated by data or references.
  - o Large blocks of text should be avoided! Use bullet points and elaborate on them when you present the poster (like you would do for an oral presentation- not everything you say needs to be on the poster).
  - o Use schematics, photos and/or lines to make your poster more visually interesting. Not all projects have data graphs, but all posters should have graphs, photos or other images that illustrate the ideas/concepts/topics/data discussed in the presentation.
- **Text formatting:**
  - o Use a clear font for text. Imagine trying to read it from 3-4 feet away.
  - o Use upper and lower case letters. **Never use "All Caps" for emphasis.** Better options are:
    - bold
    - italic
    - bold/italic
    - increasing the font size
  - o Be consistent with fonts and font sizes.
    - Posters should be readable from four feet away and large type sizes are necessary. (72 point uppercase letters are one inch high, 36 point letters are ½ inch high and 18 point are ¼ inch high.)
    - Use ~96-144+ point type for the title.
    - Use ~60+ point for the author's name.
    - Use ~48+ point for section headings (subheads) and affiliation.
    - Use ~30-38 point type for the body copy.
    - Use ~20 point type for fine print (this should be used sparingly, as it is difficult to read at a distance).
  - o Use color for highlighting and for emphasis
    - Format the text box (right mouse click) to create a background color (use a lighter color rather than a dark shade, to maintain contrast with your black typeface).
    - Format the text box (right mouse click) to put lines around your text box. The color and line width can be changed to suit your needs.
  - o The use of rules (lines to organize the visual space) can convey a sense of order to the reader.
  - o Allow plenty of white space throughout the poster to avoid a cluttered appearance.
  - o Avoid using so many decorative elements that the message of your poster is lost. Every image, graph, or schematic should serve a purpose.

- **Image Resolution:**
  - o Image resolutions of 150 ppi at actual size reproduces photographic quality. Resolutions higher than 150 ppi do not increase image quality, only file size. Scaling images to a larger size decreases their resolution. Images from websites are generally 72 ppi and will look pixilated if scaled to a larger size.
- **Inserting Images:**
  - o Use the "Insert Image" or "Place" function, which is available in most applications. Avoid using "Copy and Paste" and "Drag and Drop". These methods sometimes omit necessary information used in the postscripting process. Please keep in mind that if you have difficulty inserting an image, there may be an incompatibility, which could result in missing information in the final poster.
- **Charts and Graphs from other Applications:**
  - o Because of several formatting issues, we recommend that you convert charts and graphs to image files such as TIFFs or JPEGs before inserting them into your poster. Make sure the resolution is set to 150 ppi at the actual output size, and that anti-alias is on.
- **Font issues:**
  - o Please use common fonts. If you stick to common cross platform system fonts like Arial and Times New Roman, many font problems can be eliminated. Sorry, we cannot install custom fonts on our computers to print your poster.
- **Color:**
  - o It is important to note that printed colors will be less vivid than those that you see on your computer monitor. As a rule, dark colors will print darker. Solid black or dark backgrounds make the surface of a poster more susceptible to scratching and make fingerprints more noticeable. Posters with lighter backgrounds look better longer.
- **Emory Logos:**
  - o Use Emory logos correctly! Find them at http://communications.emory.edu/brand_licensing/index.html The President's Seal, University Seal, or Emory Coat of Arms should never be used on posters.

Requirements before sending your poster to echelp@emory.edu be printed

- Your poster must be in PDF format at the size you want printed. One dimension must be no larger than 42" as that is the width of the paper roll.

- Do not use color gradients. They do not print well.

- Your name must be in the name of the PDF file.

- The names of your research advisor(s) must be listed on the poster.

- Create a professional poster. It begins your professional portfolio. Carefully proofread; it must be your final copy. Emory College will not reprint your poster if you make a mistake.

- If your poster is large (over 10mb), instead of attaching it to the echelp email, put it in a cloud storage location and provide a link to it in the email.

- If, shortly after emailing your poster, you do not receive a response email from IT Service Management, email again with a link to the poster in a cloud storage location.

Contact Emory College Computing Support at echelp@emory.edu if you have other questions.