<u>Creating a Poster</u>– helpful tips

Check the poster size restrictions from your advisor or the conference you will attend.

The average size of a poster is 42" x 56".

Create the poster in Microsoft PowerPoint.

Before you begin, set the slide/page dimensions to the EXACT SIZE of your FINISHED poster (42 x 56).

Setup Grids & Guides (1" or ½"). Maybe "un" check the Snap-To option and use the arrow keys to manipulate contents to exact position on the slide.

Keep the contents within a ½" to 1" margin around the edges of your poster.

Design Suggestions:

Keep the background white (or a very pale, solid color) with black or dark color text. Use text boxes, borders, and bright color charts/images. The more **contrast between background and text**, the easier it will be to read.

- Place shadows behind the text boxes or text to make it stand out from the background.

- Use bullets or icons to help to break up the information. Break up the text so it looks "easier" to read.

- Colorful pie or line charts (instead of text) helps to show your research in a different way.

- Clip art and photos help to break up text and give a good visual, which may **attract more people to stop and read your poster.**

- Place the UConn logo on your poster and <u>represent the University</u>! There are UConn logos and policies for using the logos - at brand.uconn.edu/.

- The WordMark, Oakleaf, and Husky Pride are allowable logos to use on posters. *Use of the UConn Seal on posters is NOT permitted, and the use of the Husky Dog logo is for Athletics ONLY.*

The font <u>size</u> you use depends on the font <u>style</u> you choose. Suggested font sizes:
- Times New Roman- Title (80-100pt), Headings (50-70pt), Text (28-32pt). I suggest making the text size **no smaller than 28pt**.

**Use HIGH resolution graphics/photos (nothing less than 150 dpi. 300 dpi or higher is best).**

- Use a <u>large</u> image then shrink it down to the desired size for your poster. The images should be placed on your poster at **100%** and can be sized smaller to fit the space.
  - o **Do NOT use small images and enlarge them on your poster- this will make the image pixilated (fuzzy) and look bad when printed. Chances are you will not be happy with the results.**

- When resizing a photo, maintain the aspect ratio- do not pull the image from one side to make it larger- this may distort the image.

- Do **NOT** copy an image from the web or an organization's website - these images are usually optimized for quick loading (72dpi) and <u>viewing on a computer</u> - NOT good quality for printing (especially on a large poster). **I suggest you contact the organization and ask them to send a high-resolution image for your poster.**

Keep in mind that the color you see on your computer screen may not print out the same on your poster. Each screen has its own display settings, so colors may vary a little.

<u>**Your poster is printed just once**</u>! I can't stress enough how **IMPORTANT** it is to check your poster <u>over</u> and <u>over</u> again – and have others read through it for typos, etc.

The closest color to UConn blue: In the color palette, choose "Standard" tab, choose the color found in the top row, farthest to the right.

****
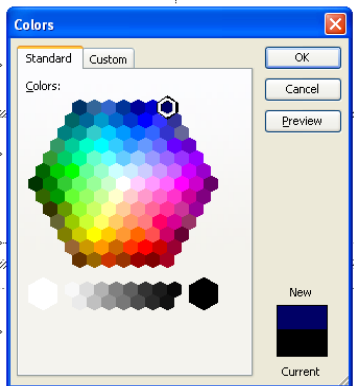
TEMPLATES-
See "Research Poster Resources" link on HDFS website

PRINTING-
See "Research Poster Resources" link on HDFS website

- UConn Document Production (paper)- paid directly from HDFS account (or pay out of pocket for reimbursement)
- Spoonflower (cloth)- out of pocket for reimbursement
- Staples or other- out of pocket for reimbursement