

Poster Guidelines (using PowerPoint)

A few design tips for a good poster:

- Do not use big blocks of solid color background - this uses up an enormous amount of ink, which is very expensive and not good for the environment!
- Do not use special windows fonts or graphics
- Do not use images that are less than 100 dpi
- Do not stuff too much text into your poster—you are present to provide additional details orally
- Do make the best use of the space to draw attention to your materials.
- Do consider including: title, author(s), abstract, question/hypothesis; key findings, conclusions, references, images/charts/graphs.
- Do arrange your poster logically, so that viewers who are unfamiliar with your research can read it and get an overview of your project, even without the additional details you will provide orally.
- Do use colors and font sizes that readers allow participants to easily read your materials. (Yellow and red are not good font colors!) Suggested font sizes are (72-100 points-Title; 60-48 points-Author(s), mentor's name, lab; subheadings, 48 points, 20-24 points-Text)
- Do spell check your work and ensure that you use one citation style for all references.
- Do not use jargon or terminology that is not understandable to someone outside your field.
- Do have more than one person, preferably people unfamiliar with your project, proofread your work/give you feedback.
- Do ensure that the dimensions of your poster are 41" wide x 36" tall (not 36" wide x 41" tall). There are no exceptions to these dimensions, smaller or larger, so adjust your poster, accordingly.
- Images and data should be easily readable and should support any discussion you'll have orally.
- If you want to see a few poster templates, look at this website:
 - <https://colinpurrington.com/tips/poster-design/>
- Do check out useful resources and examples of well-designed posters:
 - <https://colinpurrington.com/tips/poster-design/>
 - <https://guides.nyu.edu/posters>
 - <https://guides.library.utoronto.ca/c.php?g=250934&p=1672361>
 - A short video on how to create a better research poster in less time:
<https://www.youtube.com/watch?v=1RwJbhkCA58&fbclid=IwAR2xFMHs-pLu1siZ7kvzEC6ptwBUseZ-MscRuhMN9NH57F8B6vCaQb0hy6A>

Following submission of your application for participation in the Symposium, we will send you a flier with details about the event. Please forward this flier to your faculty mentors, lab colleagues, friends, and family: all are welcome!

Should you have any questions or concerns, please e-mail us at ugrad-urf@columbia.edu.

See Colin Purrington's website for additional advice and templates!

<https://colinpurrington.com/tips/poster-design/>

Humanities/social science poster:

- Title (entice your reader with the title! In this sense, the title functions something like a newspaper heading);
- Introduction / Research Question (in approximately 3 sentences, persuade your reader that your topic is interesting. Whet their appetite for more!);
- Methodology (How did you conduct your research? Describe data, texts, etc. If relevant, discuss where your research took place);
- Challenges (did your project change; why and how? Did something fail? This is always interesting to discuss!);
- Conclusions and Impact/Significance (What conclusions did you draw from your research? How does your research contribute to the field? Why and how is this significant, or, put differently, why might this be interesting to someone not in your field?);

- New questions/next steps (if this is not the end of your research, discuss next steps);
- What visuals will you use? (consider what visuals can support or supplement your research).
- Literature cited (be sure to cite anyone's work who you use!)
- Acknowledgments (acknowledge the funder of your research and your faculty mentor, and maybe others!)
- Further information (if relevant, you can refer your reader to other places if they have additional questions.)

STEM/social science poster:

- Title (entice your reader with the title! In this sense, the title functions something like a newspaper heading);
- Introduction / Research Question (in approximately 3 sentences, persuade your reader that your topic is interesting. Whet their appetite for more!);
- Materials and Methods (describe the data, the method, the materials used in your research)
- Results (what results did your research yield?)
- Conclusions (what conclusions can be derived from these results?)

- New questions/next steps (if this is not the end of your research, discuss next steps);
- What visuals will you use? (consider what visuals can support or supplement your research).
- Literature cited (be sure to cite anyone's work who you use!)
- Acknowledgments (acknowledge the funder of your research and your faculty mentor, and maybe others!)
- Further information (if relevant, you can refer your reader to other places if they have additional questions.)