Showcase Poster Making Tips

• This is a chance to present your work in a professional manner.

• Although poster presentations vary, most posters at professional conferences are composed on computer and printed as 1-2 large panels on a poster printer.

• Microsoft PowerPoint, Adobe Photoshop and Canvas are programs that aid in poster creation (choose “Custom” size).

• Hartwick has two poster printers, and costs are covered by the Showcase budget on a first-come, first-served basis.

• To use the poster printers, you must contact the Copy Center, Clark Hall (email clarkposterprinter@hartwick.edu) to reserve a time in advance.

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Poster Size

Know your venue!

- Posters for **Johnstone Lobby** area (upper right) must fit on folding easels with 36-in. high x 48-in. wide backing boards, **so maximum poster size is 36 x 48 inches.**

- Posters presented in **Anderson** are given one 96-in. high x 48-in. wide segment of hallway wall (lower right). Therefore, posters MUST BE 48 inches or less in width. **We recommend 40 x 47 inches posters for this venue.**

- **Larger posters** will only be accepted if they were printed for a professional conference and reused, **AND only if the committee is notified about the size irregularity in advance.**
Color or Image Backgrounds

White backgrounds only!

• No solid color or photo image backgrounds are allowed on Showcase posters printed from the Showcase budget.

• REASON: Printing ink for these machines is exceedingly expensive and it must last as long as possible.
Organization of Content I

We typically read content from top to bottom and from left to right, so arrange your content so that readers can follow the flow naturally.
Organization of Content II

Most posters include subheadings for:

- **Abstract** (1-3 paragraphs summarizing your project and its results)
- **Introduction**
- **Methods**
- **Results or observations**
- **Interpretations**
- **Conclusions or reflections**

Consult your advisor as to the appropriate poster subheadings for your project.
Organization of Content III

- Subheadings with sequential roman numerals or letters help the reader follow the order of your poster content.

A. Abstract

B. Introduction

C. Methods

OR

I. Abstract

II. Introduction

III. Methods
Text Fonts and Font Sizes

Your poster text needs to be easily read from 3-5 feet away, so:

1) use simple, easy to read fonts such as Times New Roman, Arial or Calibri.
2) all text should be at least 24 point font size (as this text is).
3) the title should be large, 80 point font size or larger.
4) author(s) and subheadings should also be large, but not as large as the title – typically 40, 48 or 60 point font sizes.
Make Graphics a Priority Over Text

Your poster will be presented orally by you, so:

1) the fewer words printed, the better. Use brief bulleted lists and short summary sentences that allow those who are not talking to you to get the basic idea of your work.

2) make photos, tables, graphs and other important graphics large and clear, so that their details can easily be seen 3-5 feet away.
Before Printing

1) Make an appointment to print your poster with the Copy Center, Clark Hall, clarkposterprinter@hartwick.edu.

2) Carefully review all text and graphics and correct any mistakes.

3) Have your advisor review and edit the poster as well. Each Showcase presenter gets only one “no-cost” print on a first-come, first-served basis. Any reprinting of posters due to errors will be done at the presenter’s expense, and only if there is time.

4) Once the final version is ready to print, save the file in PDF format, and transport it to the Copy Center, Clark Hall on a portable flash drive.

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