Designing a Poster for Success
Tips and Tricks

An MSU Center for Faculty Excellence
Teaching and Learning Workshop

Presented by
Steve Luft
Center for Faculty Excellence
Graduate Student

February 25, 2015
Agenda

What is a Poster
Purpose of a Poster
Poster Types
Design
Examples
What is a poster?

A poster is a “public” piece of paper conveying information through text (words) and/or graphic images (symbols or pictures).

Purpose of a Poster

Poster must convey its message with immediacy and purpose.

– Research conducted looking at the amount of time people spend looking at a poster - Average time looking at a poster – 90 seconds.

Main target audience is the person walking by. Designed to be displayed vertically on a wall or in a window and is large enough to be seen and read from a relatively short distance (5’-10’).

Communication is **KEY**
Poster Types

Research & Informational
Study of E. coli in Silver Bow Creek

Mortada Tidh
April 25, 2001

Abstract:
This study was done on the E. coli levels that are present in Silver Bow Creek and what contributes to these levels. The area was studied from the Plusse waste treatment plant to Bozeman, Montana. These levels are of interest due to the fact that the water is being used through this area. This will allow children, as well as pets to be exposed to the treat of E. coli. Samples of water were collected from a number of locations along this site. The samples were then filtered and allowed to grow on indicator agar so that the number of E. coli colonies could be counted. Due to this study, a conclusive decision on the reason for the colony formations was not drawn.

Introduction

- Silver Bow Creek
- Study on E. coli levels in Silver Bow Creek

Discussion:
The results that were collected were the values for the number of E. coli, pH, and dissolved oxygen. The number of E. coli that were found in 10 mL of sampled water were much higher than the recommended level for drinking water. The pH levels that were recorded throughout the sample were very varied, which is what was expected. The dissolved oxygen levels that were found were much higher than would be expected. This may be due to the river being more nutrient-rich due to the fact that the test for nutrients was not working on the first. The levels of nutrients may have provided some reasons why the numbers of E. coli were so high, since E. coli are nutrient-loving bacteria.

Collection of Samples

- Collection of samples
- Sampling locations

Results

- Results table
- Results graph

Conclusion

- E. coli levels in Silver Bow Creek
- Importance of monitoring water quality
- Future research needs

Effects of Cattle Grazing on Small Mammal Communities at Red Rock Lakes National Wildlife Refuge

Nathan Weihrauch, Department of Biological Sciences, Montana State University, Bozeman, MT
Michael R. Fiedler, Montana Fish, Wildlife and Parks, Butte, MT

Abstract:
This study evaluated the effects of cattle grazing on small mammal communities at Red Rock Lakes National Wildlife Refuge in Montana. The objectives were to assess the impact of cattle grazing on small mammal populations and to identify specific areas that require further study.

Introduction

- Cattle grazing on small mammal communities
- Objectives of the study

Methods

- Study area description
- Sampling design

Results

- Summary of the findings
- Statistical analysis

Discussion

- Implications of the findings
- Future research recommendations

Acknowledgments

- Acknowledgment of funding sources
- Acknowledgment of contributors
Informational
Design

Venue – Poster Requirement's /Guidelines

Conference/Department
Size and Orientation
Mounting

Software
Raster/Vector
Text and Graphics

Printing/Plotting
Venue
Venue
Poster Requirement's/Guidelines
Conference/Department

**MSSE Electronic Poster Guidelines**

Below are guidelines to follow as you prepare your electronic capstone posters. Since your electronic posters will be posted (in PDF format) in the spring capstone preparation forum, both for feedback and review, and since the posters will be displayed electronically at the summer capstone symposium, it is important that we have some consistency regarding format and organization.

1. The poster may be created in one of a variety of programs such as PowerPoint, Keynote, Illustrator, etc.
2. Please set the page size at 24 inches by 36 inches.
3. The poster may have either a vertical or horizontal orientation.
4. Please use no more than 3 to 4 font sizes. It is recommended that you use a different font size for each of the following: title, section headings, text, and graphics (if appropriate).
5. Use easily readable fonts (please no script fonts).
6. Write concisely so as to limit text. Resist turning the poster into a narrative, you already have that in your paper. Remember that a picture (photo, graph, table, etc.) is worth a thousand words - intermix the text with graphics and images whenever appropriate.
7. Be sure to have permissions in place for any photos or graphics used, where appropriate.
8. Please include the MSU MSSE logo or MSU credit citation and appropriately credit your school (or other research site). The MSU logo may be re-sized, but may not be altered in any other way. To access, either:
   a. Include your name and the location of your project (city, state).
9. The most successful posters have a neutral or faded background.
Venue
Poster Requirement's /Guidelines

Size and Orientation

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American Association of Physics Teachers
Enhancing the understanding and appreciation of physics through teaching

AAPT Poster Presentation Guidelines

provided with a 4' x 4' poster board area

Department Chairs
Conference
Workshops

AERA
AMERICAN EDUCATIONAL RESEARCH ASSOCIATION

Poster Preparation Instructions
General Considerations
Plan to set up your display 15 minutes before the session is to begin. The Annual Meeting Program will indicate the poster board number to which you have been assigned. The presenting author should be available throughout the session and be prepared to have his or her display removed no more than 10 minutes after the end of the session.

Your material should be mounted on poster board or cardboard. Avoid the use of heavy board, which may be difficult to keep in position on the poster surface. If it seems appropriate, it can be helpful to mount conceptually related portions of your display on backgrounds of the same color, as this will help viewers scan the display efficiently.

The poster should be as self explanatory as possible so that your main job is to supplement the information it contains. The poster format provides a mechanism for in depth discussion of your research, but this is possible only if the display includes enough information to have a sketch pad and drawing materials available to help you make your points. It is also strongly recommended that the author have available a number of copies of the full paper to distribute to interested parties.
Venue
Poster Requirement's /Guidelines

Mounting

**MSSE Electronic Poster Guidelines**

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1. The poster may be created in one of a variety of programs such as PowerPoint, Keynote, Illustrator, etc.
2. Please set the page size at 24 inches by 36 inches.
3. The portrait orientation is recommended.
4. Please use no more than 3 to 4 font sizes. It is recommended that you use a different font size for each of the following: title, section headings, text, and graphics (if appropriate).
5. Use easily readable fonts (please no script fonts).
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**AAPT Poster Presentation Guidelines**

You may wish to consider a poster presentation as opposed to the traditional oral presentation because posters allow you more time to present to a much larger audience base.

- Each poster session author will be provided with a 4' x 4' poster board area and mounting pins. The board will indicate the poster number in upper right and lower left corner.
- Authors are responsible for mounting their posters the morning of their presentation and removing them as soon as the session ends. Posters left up past that time will be discarded.

Your material should be mounted on poster board or cardboard. Avoid the use of heavy board, which may be difficult to keep in position on the poster surface. If it seems appropriate, it can be helpful to mount conceptually related portions of your display on backgrounds of the same color, as this will help viewers scan the display efficiently.

Supplement the information it contains. The poster format provides a mechanism for in-depth discussion of your research, but this is possible only if the display includes enough information to have a sketch pad and drawing materials available to help you make your points. It is also strongly recommended that the author have available a number of copies of the full paper to distribute to interested parties.
Software

http://www.printcnx.com/resources-and-support/additional-resources/raster-images-vs-vector-graphics/
Software

Raster & Vector

Paint Software
  - Adobe Photoshop
  - CorelDraw
Microsoft
  - PowerPoint
  - Word
  - Publisher

CAD Software
  - Autodesk
    - AutoCAD
    - Revit
    - Inventor
GIS Software
  - MicroStation
  - ArcGIS
Adobe
  - Illustrator
  - InDesign
Fonts/Typeset

Serif Font
- Thick and thin strokes
- Serifs

Sans Serif Font
- Plain
- Strokes have even width

Times New Roman

Arial
Font Size

Font (text) Size Ratio = 1” for every 10’

72 points = 1” - Titles

54 points = .75” (3/4)

36 points = .5” (1/2) – Subtitles (and larger)

27 points = .375 (3/8) – Narrative Text

18 points = .25 (1/4) – No text smaller than 18pts

Note: Also depends on size of poster
## Color Contrast/Font

<table>
<thead>
<tr>
<th>Foreground</th>
<th>Red</th>
<th>Orange</th>
<th>Yellow</th>
<th>Green</th>
<th>Blue</th>
<th>Violet</th>
<th>Black</th>
<th>White</th>
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</table>

[http://webdesign.about.com/od/color/l/bl_contrast_table.htm](http://webdesign.about.com/od/color/l/bl_contrast_table.htm)
Graphics

Good to High quality images – 300dpi minimum

600 dpi scaled down

100 dpi and scaled up - pixelated
Printing/Plotting

Large format printer/plotter – 36” wide or larger

Contact print vendor for pricing, printing requirements and preferred file types - i.e pdf or ppt, etc.

Any special printing requests – high gloss paper, mounted on foamboard, etc.

Price and turn around time.
On Campus printing sources - General

Large Format Posters and Banners

- Sizes up to 24" wide by any length
- Conference Displays or Signage
- Papers include:
  - 20# Bond @ $2.00 / Sq. Ft.
  - Lustre Photo @ $6.00 / Sq. Ft.
  - Enhanced Matte @ $6.00 / Sq. Ft.

http://www.montana.edu/printshop/copycats/index.html
Large Format Color Imaging

Size and Quality

University Printing Services has a large format color printer with a maximum image area of 44” wide by a maximum length of 100’ in vinyl, semi-gloss and glossy paper stocks.

We use the EPSON Stylus Pro 9800 printer for the highest quality poster printing output. It’s the perfect way to produce display material for presentations, posters, signs, banners, and artwork. For the optimum in print quality:

- Preferred file types for large format are .ppt and .pdf files.
- If using scanned photos, use 300dpi or higher resolution settings.
- Use high quality images and photos designed to the finished size for best results.
- Avoid using graphics copied from the web, jpeg and .gif files are not recommended.
- Set the document page size to match the final print size. If you use a smaller proportionate page size, we can enlarge it.

If you are wanting a photo or art quality print, please visit with Conrad, our digital prepress technician to assist you with the results that you expect. For more details, call (406) 994-5708.

Lamination, Mounting and Foam Core Edging

To help protect and enhance your prints we offer lamination for your large format output to protect against moisture or sunlight. We also offer mounting on ultra light weight, stiff, 3/16” white foam core for posters up to 40” x 60”. We will trim the poster as requested for your presentation.

Fast Turn-Around

Upon request, we will provide a reduced size 8 1/2” x 11” copy of your PRINT READY FILE to proof before we print the poster. Your final poster will be available within one working day of receiving a signed proof. (Additional time is required for quantity orders.)

Pricing

Please contact us at (406) 994-5708 for costs and turn-around time estimates.

http://www.montana.edu/printshop/uplargeformat.html
## Renne Library

<table>
<thead>
<tr>
<th>Large Format</th>
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<th>Square Feet</th>
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<tr>
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[http://www.lib.montana.edu/services/print-copy-scan/](http://www.lib.montana.edu/services/print-copy-scan/)
Off Campus printing sources

Ink Outside the Box  www.inkoutside.com

Kinko’s/FedEx

Selby’s  www.selbys.com/graphics_file.htm

Alphagraphics  www.alphagraphics.com/centers/bozeman-montana-us690/posters
Examples
Mining the Memories of McQueen
Reconnecting a Community using Technology

Brief History of the McQueen Addition

In 1891 a small community began life on Sunflower Hill, named for the yellow flower that covered the hill. This newly formed community was named McQueen after the McQueen placer mining claim. In 1901 McQueen had grown to approximately 15 homes. People moved to McQueen from primarily two locations, mining camps from around the United States and from fast growing Meaderville, its neighbor to the west. The population of McQueen reached 1390 residents in 1967. In 1955, the Berkeley Pit started, and by the late 1960s there were fewer than 300 homes in McQueen. McQueen entered into history as a gone, but not forgotten neighborhood on August 29, 1979 when two of the area landmarks, Holy Savior church and school, were buried by the Anaconda Mining Company.

[Images of McQueen Addition in 1959, 1980, and 2000]

Reconnecting a Community using Technology

Some say that the wealth of a town lies in its communities, neighborhoods and people, but for some towns the wealth also lies beneath. The McQueen Addition was rich with minerals beneath, but the most valuable item extracted from the McQueen Addition was an irreplaceable community. The McQueen Addition (PCA) was the site of the historic Copper Anniversary Celebration on August 29, 2007. Members of the McQueen community gathered to celebrate the anniversary of the town's burial. A group from the Anaconda Miners Union also attended the event to recognize the sacrifices made by the miners who worked in the Berkeley Pit.

[Image of person with text: "Press for voice of George Spear"]
Institutions of Higher Education in Montana: A Chronology
Questions

How the salesman sold it.

How purchasing ordered it.

How engineering designed it.

How the draftsman drew it.

How construction installed it.

How the service dept. made it work.

What the customer wanted!