

## General Guidelines

Your poster should be quickly identifiable from a distance, with an attractive and uncluttered layout. Further, your message should be clear and striking so as to attract people who might be interested.

Be prepared to answer questions of those who view your display. Stand next to your poster and consider providing handouts to visitors.

## Poster Specifications

Your poster must contain the following components: *Title, Abstract, Background Objectives, Methods, Results, and Conclusion*. Of course, adjustments can be made as needed if you are currently in the process of conducting your research.

**Title:** The title of your poster should be descriptive of your research and should appear at the top (or high up on the poster) in large letters. Below the title put your name and the names of all those who made significant contributions to the project; funding source(s) should also be identified.

**Abstract:** Include a concise summary of your project—approximately 200-300 words in length—that will be easily understood by all audiences.

**Background:** This section explains the justification for the study and describes previous research upon which your project has been based.

**Objectives:** Describe the purpose in conducting the study. This can be in the form of specific research questions or hypotheses.

**Methods:** Explain the methods and strategies used to carry out your project.

**Results:** Include text, tables and/or figures.

**Conclusion:** Draw legitimate conclusions instead of speculations, and discuss the next step for the study if it were to continue.

## Poster Size, Format, and Printing

You can create and design your poster in MS PowerPoint. Before getting started, be sure to specify your poster's dimensions by selecting the "Page Setup" option. In the "Slides Sized For" drop-down menu, select "Custom" and enter your desired dimensions. We recommend the poster be at least 36 inches by 36 inches (preferably 36 or 40 inches tall by 48 inches wide; max height is 42 inches).

All posters must be foam-core mounted.

You can print your poster at Mann Library at a cost of \$5/linear foot for non-glossy paper and \$10/linear foot for glossy paper. Details on the printing logistics can be found at:

<http://www.mannlib.cornell.edu/computing/printingandscanning/printing/plotter.cfm>

CCMR Computing has two new Kodak 1200i 60-inch poster printers online, one in Thurston Hall and one in Clark Hall. Both are accessible via the web and can be used by anyone with a valid net id and university account number.

For more information:

<http://cf.ccmr.cornell.edu/posters.html>

## General Poster Information

Your poster should cover the key points of your work. It need not attempt to include all the details; you can describe them to people who are interested. The ideal poster is designed to attract attention, provide a brief overview of your work, and initiate discussion. The poster should be self-explanatory, and the main points should be communicated as if you are not there to explain them. Do not load the poster down with large amounts of methodological details or lists of references.

The flow of your poster should be from the top left to the bottom right. Make the flow of information in a poster explicit. Flow should be in columns running down the poster, not in rows running across it. Suggested line length for readability is no more than 60 characters across.

Make your poster as self-explanatory as possible.

## Critique Your Poster before Display

Carefully and completely prepare your poster in advance. Try tacking up the poster in advance to see what it will look like and to make sure that you have all the necessary pieces.

Can you answer *yes* to all of these questions?

- Is the poster audience-friendly?
- Does it fit on poster board?
- Is it readable from at least five feet?
- Is it appropriate for poster session audience? (Remember, your audience will be from a variety of backgrounds, and few will have in-depth knowledge of your research topic.)
- Is it open and free of clutter?
- Has it been carefully edited and proofread?
- Does the title reflect the study?
- Does the background establish the need for the study?
- Does the objective adequately state the purpose of the study?
- Do the methods and results tie back to the objective?