acrl 2015
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RECOMMENDATIONS FOR YOUR POSTER SESSION

Poster Session Design Guidelines

Size: No specific size requirements. You will have a **4' high by 8' wide bulletin board** on which to mount your poster and a six-foot table in front of the poster. The exact exposure of the bulletin board surface is **45" x 91-1/2".**

Tip: Ask your poster printer if you can print your poster on foldable cloth or plastic for easier transport.

Designing a Successful Poster

Layout:

- Your poster should tell a clear story. Choose your main points and stick to them.
- If your poster started as a research paper, rewrite and distill for the poster format.
- Carefully make use of white space. Too much and your viewer's eye will wander. Too little and the result is confusion.
- Use headers to indicate new sections of information.
- Use simple rather than patterned backgrounds. If you choose to use a background photo, use a photo editor to fade out the image.
- Use limited colors and be sure that they complement each other.
- High quality printing is worth every penny.

Graphics:

- Visually present the information. This can be in the form of charts, photographs, screen captures, drawings, and other images.
- Use high resolution images. Beware that if you increase the size of an image, it will most likely pixilate in the printing process.
- Make sure you include captions, legends, annotations, citations, and footnotes, if necessary.
- Posters are usually printed in landscape format.

Text tips:

- Fonts: Your title should be at least a 72 pt font size. You should not use a font smaller than 32 pt (exceptions include citations or legends).
- Remember to include your title, authors, and affiliations on your poster.
- Use concise wording. If you can explain something with visuals, do so.
- Use bullets or a photograph(s) to convey your information.
- Apply basic design principles by using section titles and headlines with larger font size or different font type.
- Limit text. Large blocks of text are both difficult to see and to process quickly.

Materials to Complement Your Poster:

- Make an electronic handout to complement your poster. In keeping with the ACRL 2015 sustainability theme, we encourage you to upload your handouts via the Speaker Service Center instead of bringing onsite to Portland. You can also use QR codes and other methods to direct conference attendees to electronic handouts.
- Bring business cards so colleagues can have your contact information.
- Have a pad of paper available to take attendees' names and e-mail to send them further info.
- If you create a hashtag for your poster, please put that on your poster.

At the Poster Session:

- There will be four separate poster session time slots. You will be assigned to present your poster during one of the sessions.
- 50 poster presentations will be occurring simultaneously. You can expect 200-300 people to view your poster during the assigned one hour time slot.
- Don't forget to bring pushpins and business cards. Wear a Poster Presenter ribbon (you can pick one up at registration).
- Make sure that your poster will stand out in an environment where lots of other posters are competing for attendees' attention.
- Each scheduled poster session is very high energy with lots of conversation, which can make for a noisy and crowded environment.
- Posters do not include power or Internet access. We don't recommend using a laptop as part of your poster presentation. Assume that people will be reading your poster from a distance of 3-7 feet. Your poster needs to be able to catch attention and present information that can be scanned quickly.
- Hang your poster at the top of the board. This will make it easier for attendees to see.
- Stand to the side of your poster so that people can see it.
- Briefly explain your project (goals, what you did, conclusions) using the poster as a visual guide. Ask people if they have questions.
- Try to talk with various individuals during your session.
- Poster session committee members will be available to assist poster presenters an hour before each poster session time.
- To allow more people to view your poster, you are welcome to leave your poster up past the end of the session (at your own risk). Please be sure to take it down at least an hour before the next session.

Additional Resources

- Fred Stoss of SUNY Buffalo has a web site with great advice on creating good poster presentations: http://library.buffalo.edu/libraries/asl/guides/bio/posters.html
- Designing Conference Posters by Colin Purrington: http://colinpurrington.com/tips/academic/posterdesign