

## Guidelines for BEA Digital Poster Sessions (Scholar-to-Scholar and Research-in-Progress)

### WHAT SHOULD MY POSTER LOOK LIKE?

Presenters should create a **single (1) JPEG image or a one-page poster PDF**. We don't have a specific template you need to use, but there are a number of companies that offer free templates to assist you in creating your Poster PDF.

#### Online Resources

- <https://www.postersession.com/poster-templates.php>
- <https://www.posterpresentations.com/free-poster-templates.html>
- [http://www.makesigns.com/SciPosters\\_Templates.aspx](http://www.makesigns.com/SciPosters_Templates.aspx)

### WHAT CONTENT SHOULD BE INCLUDED IN MY POSTER?

Your poster should include these elements:

- **Title**
- **Author(s), with affiliations and emails**

If your poster is a representation of a research study, you will want to include the following sections:

- **Abstract**
- **Introduction or objective**
- **Methods**
- **Results**
- **Conclusions and/or discussion**
- **Acknowledgements**

If your poster is a representation of an event or other kind of research project, you may want to forego a formal abstract section in favor of the 5 Ws:

- **Who** (introduce the author, organization, or community)
- **What** (what did you do and **how** did you do it?)
- **Where** (where did you do it?)
- **When** (when did it take place?)
- **Why** (what are the outcomes, implications, or future possibilities?)
- **Acknowledgements**<sup>1</sup>

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<sup>1</sup> UCLA Library. *Poster Presentations*. Retrieved from <http://guides.library.ucla.edu/c.php?g=223540&p=1480858>.

## WHAT SOFTWARE CAN I USE TO MAKE A POSTER?

There are numerous **applications** that can be used to create electronic poster presentations, including Photoshop, PowerPoint and Keynote.

Your presentation can be created using the same techniques as creating a traditional paper-based poster. However, instead of printing it, you will need to export your poster as a **JPEG file or a PDF** when you are finished.

Step-by-step **instructions** for creating and **examples** of posters are widely available on the Internet (e.g., [UNC Chapel Hill’s Designing Effective Posters](#)).

**PowerPoint users**, by contrast, can download free templates at [Posterpresentations.com](#). Kindly use any of **48” x 72”** posters only.

Finally, PowerPoint and Keynote users who choose to design their own posters should, for optimal results, follow the **guidelines** provided below.

|                  |         | POWERPOINT   | KEYNOTE   |
|------------------|---------|--|---|
| Slide size       | Mac     | <ol style="list-style-type: none"> <li>1. On the <b>Design</b> tab, click <b>Slide Size</b>.</li> <li>2. Choose <b>Widescreen (16:9)</b><sup>2</sup>.</li> </ol>   | <ol style="list-style-type: none"> <li>1. Click on the <b>Document</b> button in the top right corner.</li> <li>2. Choose <b>Widescreen (16:9)</b> from the Slide Size drop-down menu.</li> </ol>                             |
|                  | Windows | <ol style="list-style-type: none"> <li>1. Make sure you’re in Normal view (on the <b>View</b> tab, click <b>Normal</b>). Then click the <b>Design</b> tab, and click <b>Slide Size</b> in the <b>Customize</b> group.</li> <li>2. Click <b>Widescreen (16:9)</b>.</li> </ol> |   |
| Exporting slides | Mac     | <ol style="list-style-type: none"> <li>1. On the <b>File</b> menu, click <b>Export</b>.</li> <li>2. Select JPEG from the <b>File Format</b> drop-down menu.</li> </ol>   | <ol style="list-style-type: none"> <li>1. On the File menu, point to <b>Export To</b> and click <b>Images</b>.</li> <li>2. Select JPEG (High Quality) from the <b>Format</b> drop-down menu and click <b>Next</b>.</li> </ol> |
|                  | Windows | <ol style="list-style-type: none"> <li>1. On the <b>File</b> menu, click <b>Save As</b>.</li> <li>2. In the <b>Save as type</b> box, select the JPEG File Interchange Format (*.jpg) picture format</li> </ol>   |   |

<sup>2</sup> The resolution of widescreen slides in PowerPoint and Keynote is set to 1920 x 1080. You need not worry about the lower resolution setting: a technician will be on site to help you to upscale your poster to fill the 4K television screen.

## WHAT DESIGN ELEMENTS NEED TO BE INCLUDED IN MY POSTER?

Effective posters take many shapes, but they all have these basic elements in common.

- **Language.** Use language that most people in your field will understand.
- **Layout.** Layout your poster in columns.
- **Organization.** Keep the material visually organized.
- **Presentation sequence.** Clearly show the sequence of your presentation. Use large numbers, letters and/or arrows to guide your audience through the poster.
- **Text size.** Make font size legible from approximately 4 to 6 feet:
  - 80 – 96 point for titles,
  - 30 – 36 point for headings, and
  - 18 – 24 point for text
- **Use relevant tables, charts, graphs and pictures.** Remember to include titles and legends with accompanying visuals.
- **Be concise and clear.** Don't allow the poster to become too wordy. Present a "big picture" overview, not the minute details.