

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

WHAT SHOULD MY POSTER LOOK LIKE?

Presenters should create a **JPEG image of the presentation**. 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 digital poster.

Online Resources

- <https://www.postersession.com/poster-templates.php>
- <https://www.posterpresentations.com/free-poster-templates.html>
- 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**¹

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

² 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.