Brock University
Student Life and Success
Learning Services

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Student Life and Success
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# Academic Poster Presentations

## What is the purpose of an academic poster?

- To present your research visually
- To give an accessible overview of your research
- To encourage the audience to read your paper
- To answer questions and get immediate feedback
- To present research-in-progress in a formal setting

## What information should a poster contain?

| | |
|---|---|
| **Who?** | Author(s) information; Department; Contact Information |
| **What?** | A description of your project's topic; an introduction to your research |
| **Why?** | The purpose for your research; a rationale; what is motivating the research |
| **When, Where, and How?** | Research methods; observations; the plan; how will you answer your research question |
| **So What?** | What are the implications of research; Why should your audience care? |
| **Now What?** | Future uses for research; related literature; What happens next? |

**Rule of Thumb** ⇨ **30%** Text **30%** Graphics **40%** Empty Space

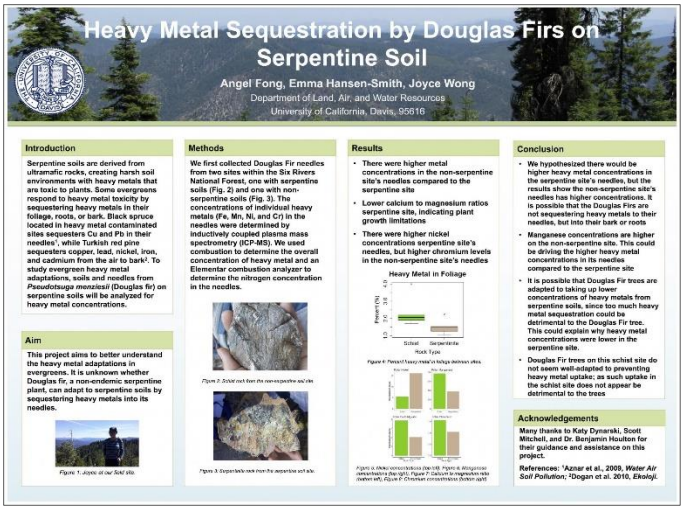
## Tips for Text

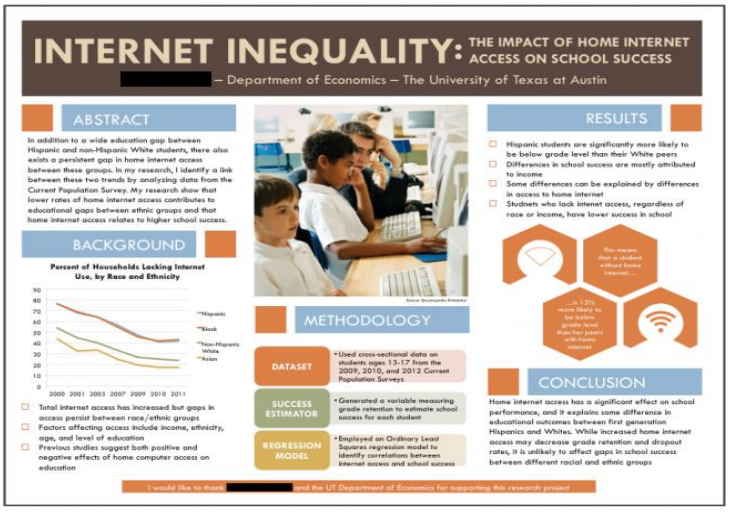
- Use accessible fonts – Not a font like this!
- Keep your font consistent across the poster
- The title should be the largest text on your poster
- Use a consistent hierarchy of font sizes. 72 pt. for titles; 36 pt. for subtitles; 24 pt. for body text
- For physical posters, all text must be easily readable from 4-feet
- Be concise! The less text on your poster, the better! Use short sentences or bullet points!
- Use **boldface**, underlining, or colour to add emphasis to text

## Tips for Graphics

- Use primary and complimentary colours! Avoid high and low contrast
- Any visuals should be simple, clear, and high quality
- Pay attention to image resolution; low resolution will result in blurry images when printed
- Be cautious of copyright! Look for images under Creative Commons license and always **cite your sources**!
- Label all graphs and tables the same way as you would in a lab report or essay!
- For charts and graphs, copy and paste directly from Excel

## Examples:



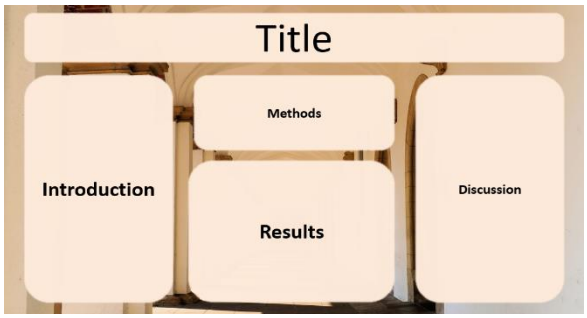



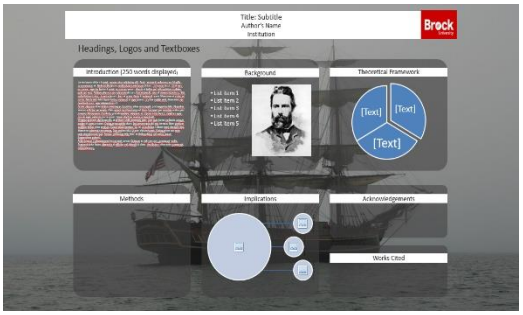

## Building Your Poster

- Microsoft PowerPoint is a great option for developing your academic poster, and it is available to all Brock students!
- To get started…

  1. Open a new file > select the “Design” tab > click on “Slide Size” > select “Custom Size”
  2. Change the slide size to you desired amount.
     **The standard academic poster size is 36” L x 48” W (91.44 cm x 121.92 cm)**
  3. Under the “Insert” tab, you can begin to add various elements like Pictures, SmartArt, Shapes, Text Boxes, etc.

- Use the “Shapes” tool to create distinct sections on your poster




## Printing Your Poster

- You can print your poster through Printing Services here at Brock.
  More info can be found at brocku.ca/printing
- Printing Services can be found in Mackenzie Chown G Block (MCG 210)