

# Making Great Posters

## **Satie Airame**

Director of the Bren School Communication Training  
and Policy Outreach Program

## **Monica Pessino**

Creative Director, Ocean O'Graphics

## **Christy Henzler**

Postdoctoral Student, Marine Science Institute, UCSB

# Guidelines for Bren Group Project Posters

- Dimensions, including borders
  - at least 48” wide x 36” high
  - no larger than 72” wide x 48” high
- Deadlines
  - **March 18:** Draft poster due to faculty advisor
  - **April 11:** Hard copy poster printed, final draft .pdf to faculty advisor and Group Project Coordinator
  - **April 15:** Group project poster session. After session, give your poster to Group Project Coordinator
  - Posters will be displayed at Bren School, 3rd floor, laboratory wing

# Before you begin

- Contact your printer
  - What is deadline to deliver file to printer?
  - What is desired size of your poster?
  - Are there constraints on poster size?
  - What resolution does the printer prefer?
  - Does printer offer guidance regarding color mode?
  - What is the cost to print and laminate the poster?

# Some printers in our area

- **Instructional Development Print Center**
  - 1140 Kerr Hall, UCSB
- **Institute for Terahertz Science and Technology**
  - Room1001, Bldg 937, Next to Broida Hall, UCSB
- **FedEx Office**
  - UCen, UCSB
- **FedEx Office Print & Ship Center**
  - Calle Real in Goleta
  - Hope St in Santa Barbara
  - State St in Santa Barbara
- **Alternative Digital Printing**
  - Pardall Road, Isla Vista
  - Chapala St in Santa Barbara

# Timeline for poster design

<b>Date</b>	<b>Activity</b>
First week of March	Begin poster design by contacting printer. For a scientific conference, begin about 1 month before you present your poster.
Second week of March	Print hard copy or make .pdf of rough draft poster
March 18	Share rough draft with friends, colleagues and advisors. Ask for input on word count, prose style, flow of ideas, clarity of figures, font size, spelling...
End of March, beginning of April	Use feedback to revise your poster, coordinate with printer on deadline for final draft
April 11	Hard copy poster printed and final draft .pdf submitted to advisor and Group Project Coordinator
April 15	Present posters. After poster session, give posters to Group Project Coordinator to be displayed at Bren Hall, 3 <sup>rd</sup> Floor, Laboratory Wing

# Software

- **InDesign and Adobe Illustrator**
  - most flexible
  - check option to "subset fonts when percent of characters used is less than 100%" to prevent font distortion
- **PowerPoint**
  - presentation (not design) software, limited size, potential printing problems
  - commonly available
  - save files as JPG at 300 dpi with highest image quality or export to PDF
- **PosterGenius**
  - for making posters
- **Adobe Photoshop**
  - used to prepare photos
  - use resolution of 300 dpi and save TIFF or EPS file (convert to Press Quality PDF using Acrobat Distiller)

If you can make a PDF, JPG, TIFF or EPS, it can usually be printed!

# **Catchy 1-2 line title should convey the issue, approach or system (80-96 point)**

Include all primary authors (group project members)  
and your affiliations (48-60 point)

For group project posters, include faculty advisor and client

## **Key Points**

- Keep the title simple and short
- Avoid titles with colons
- Format title in sentence case

# Do not include an abstract

## Key Points

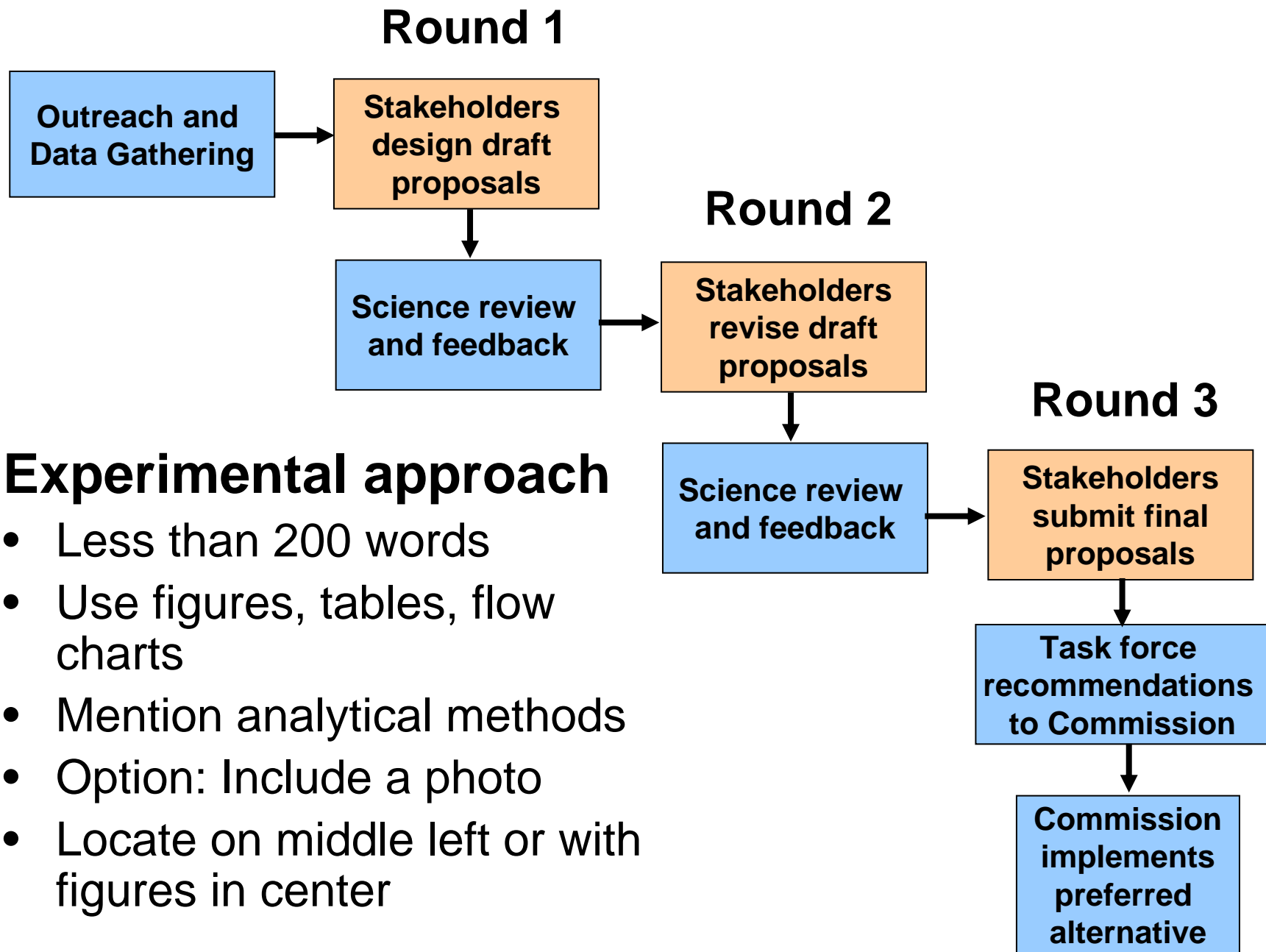
- Do not include abstract, unless required.
- An abstract is for a meeting catalog, not your poster.
- Include a short abstract (less than 50 words) if required or no meeting catalog will be printed.



# Introduction

- Less than 200 words (24-28 point)
- Attract readers attention
- Clearly state research questions or hypotheses
- Place issue into context
- Describe general approach
- Locate on upper left side of poster

Option: Insert a photograph and caption that communicate your research question



## Experimental approach

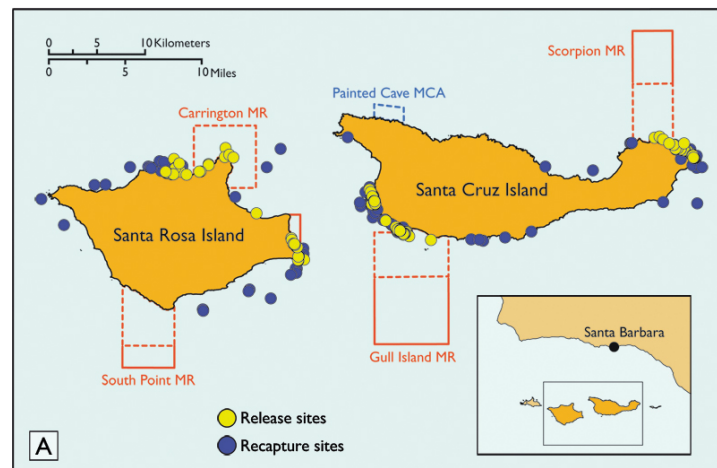
- Less than 200 words
- Use figures, tables, flow charts
- Mention analytical methods
- Option: Include a photo
- Locate on middle left or with figures in center

## **Results**

- Less than 200 words
- Did your experiment work?
- What did you find?
- Briefly describe results
- Present data analysis
- Include figures that visually display your results
- Make clear legends
- Write clear captions
- Locate at top or middle, center of poster

# Results

Most tagged lobsters stayed in marine reserves where they can grow and reproduce. Some lobsters moved outside of reserves where they were caught by fishermen.

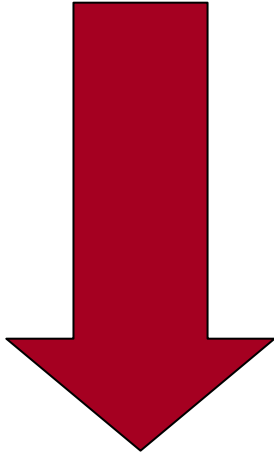


For 2 years, scientists tagged and released lobster inside and outside marine reserves. Sites where tagged lobster were released are indicated by yellow dots. When fishermen caught tagged lobster outside reserves, they reported the locations (blue dots).

## **Conclusions**

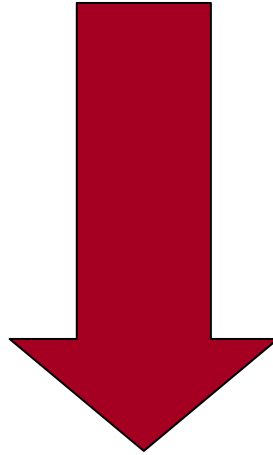
- Less than 200 words
- Briefly reference questions and hypothesis
- Was your hypothesis supported?
- Why are your results conclusive and interesting?
- What is the relevance of your work?
- Locate on upper or middle right side of poster

# Citations, Acknowledgements and Further Information



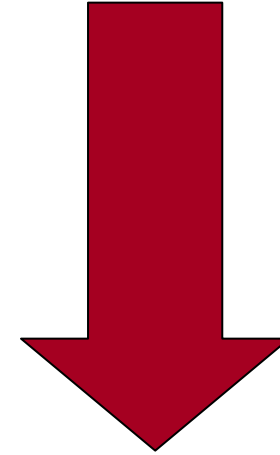
## **References**

Follow standard professional format.  
Reference published articles and books.  
Do not cite more than 10 articles.  
Do not cite articles you have not read.



## **Acknowledgements**

Thank individuals for specific contributions to the project in less than 50 words. Do not list titles or affiliations.



## **Further information**

In less than 20 words, provide your email, web site, and url to download a pdf of the poster.

# Catchy 1-2 line title should convey the issue, approach or system (80-96 point)

Include all primary authors (group project members)  
and your affiliations (48-60 point)

For group project posters, include faculty advisor and client

## Introduction

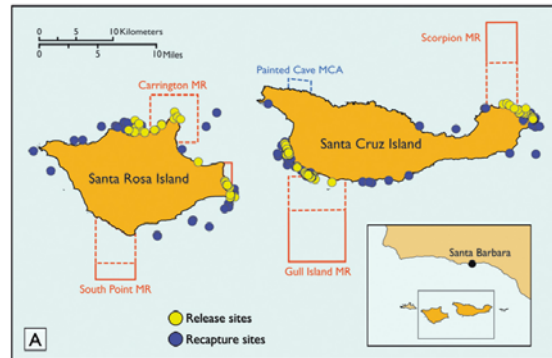
Less than 200 words (24-28 point). Attract readers attention. Clearly state research questions or hypotheses. Place issue into context. Describe general approach. Locate on upper left side of poster

## Experimental approach

Less than 200 words. Use figures, tables, flow charts. Mention analytical methods. Locate methods on middle left or with figures in center.

## References

Follow standard format.  
Reference published articles.  
Do not cite more than 10 articles.  
Do not cite articles not read.



## Results

Less than 200 words. Briefly describe results and data analysis. Include figures with clear legends and captions. Locate at top or middle, center.

## Acknowledgements

Thank individuals for specific contributions to the project in less than 50 words. Do not list titles or affiliations.

## Conclusions

Less than 200 words. Briefly reference questions and hypothesis. Was your hypothesis supported? Why are your results conclusive and interesting? What is the relevance of your work? Locate on upper or middle right side.

Option: Insert a photograph and caption that communicate your research question

## Further information

In less than 20 words, provide your email, web site, and url to download a pdf of the poster.