

## Poster Session Best Practices

Posters are visually engaging ways to present research. Below are some best practices to keep in mind as you develop your poster. Consider using a [template](#) developed to guide you as you think about layout, content, and spacing.

- **Include the basics.** Remember to include a title; author name and institutional affiliation; well-identified sections such as an introduction, literature review, methodology, findings, conclusion, and references; and visual elements such as charts, tables, and images.
- **Less text, more visuals.** Posters should communicate main points (e.g. steps in a method, conclusions), but should not consist primarily of text. Instead, include charts, tables, and images to reinforce these main points.
- **Talk, don't text.** Avoid too much text on your poster by crafting a short summary of describing your work that you will share with conference attendees during the poster session presentation time. Consider the text on the poster as an outline and develop a complementary summary or "elevator speech" that you can verbally communicate when conference attendees are standing in front of your poster and want to hear more about your work.
- **Avoid oversimplifying.** Although you have limited space for text on your poster, you need to make sure that someone reading it, without the benefit of you explaining it, can still understand the information you present. Focus on the main takeaways of your project and highlight these on your poster.
- **Think like a graphic designer.** Ensure that your poster is readable by: spacing content and images well, using only one or two fonts that are easy to read, using large font sizes (36 pt. font is ideal for the body of your text), and choosing an appealing color scheme that does not distract from the content of your poster.

### References:

American Library Association. (2018). Tips & best practices for professional presentations:

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