Creating a Humanities Research Poster

Poster presentation

During a poster presentation for a conference, the presenter will stand by their poster display. When conference participants approach, the presenter should provide a short elevator pitch of their research, followed by a conversation.

Your poster should be eye-catching, contain a mixture of brief text with visuals (data representations, photographs, screenshots of digital projects), display your research data in a quick and simple manner.

Software

PowerPoint is the most common, but you can also use Publisher, Adobe Illustrator, and Photoshop. Save your poster as a PDF.

Make sure to create the entire poster on a single platform.

Poster dimensions:
Most posters are landscape orientation.

Design

Background

Make sure there is a contrast between the background and the text.
Avoid red text on green or vice-versa (color blind participants will not be able to read your text!).

Fonts

Keep it simple, keep word count low. Avoid small fonts.

Some fonts are more readable than others; in order to implement universal design that is accessible to more people, please use one of the following suggested sans serif fonts:

Verdana
Arial
Tahoma

Avoid italics, since it can cause decreased readability.
Avoid using multiple fonts.

Font size suggestions

Title: 85-100 point
Authors: 50-60 point
Headings: 36-54 point
Body Text: 24-36 point
Captions: 18-20 point

Formatting

Place title, logo, name at the top of the poster.

Use headlines, bullets, and numbering to make your poster easier to read.
Label sections clearly.
Left-align text blocks to increase readability.
Create 2-4 columns

Content

Summarize project information, highlight important findings in your research.

Potential information formats:

- Introduction, Research & Methods, Discussion/Topic Summary, and Conclusions
- Thematic (group themes/sub-themes together)
- Narrative about the topic
- Main research questions with your answers

Save space for references and acknowledgements.

Size

We suggest printed posters of no larger than 40" x 30."

If using a trifold presentation display board (aka "Science fair presentation boards"), the foam/corrugate board can measure the standard 48" x 36."

Bibliography

Font suggestions by The US Department of Health & Human Services, Web Accessibility Initiative, Universal Design (https://cielo24.com/2016/02/basic-accessibility-and-universal-design-list/), and research on Dyslexia Rello, Luz and Ricardo Baeza-Yates. "Good Fonts for Dyslexia." Assets: Proceedings of the 15th International ACM SIGACCESS Conference on Computers and Accessibility, 2013. 2013
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https://dukeahead.duke.edu/sites/dukeahead.duke.edu/files/u94/Poster%20Creation%20Presentation.pdf

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https://www.bgsu.edu/content/dam/BGSU/provost/center-undergraduate-research-scholarship/documents/Designing_a_Research_Poster_for_the_Humanitites_Social_Sciences.pdf

Further Reading

Purrington, Colin. "Designing a Research Poster."
https://colinpurrington.com/tips/poster-design/

Research Poster Samples, Office of Undergraduate Research, University of Texas at Austin. http://www.utexas.edu/ugs/our/poster/samples