

## Your SRP Poster

Suggestions by Tracey Hughes, GIS Coordinator

These points are presented in a linear fashion, but that doesn't mean you have to design your poster in a linear fashion. Anyway you choose to do this, it is critical to really think about what you want to communicate on that piece of paper.

### First, what not to do...

- Do not use extremely small font – you want people to be able to read your information
- Do not use too much text – no one will read it
- Do not use only text – everyone likes pictures, maps, graphs, charts, photos
- Do not use pieces of paper glued to a poster board if you can at all avoid it
- Do not vary the font type too much – it looks messy and unprofessional
- Do not forget to go over the list of required elements before you send in your final poster
- Do not forget to spell check and/or proofread!

### What is it that you really want to say...

- Your research question and the main point of your research are important!
  - o Figure out what you want to communicate specifically – you can't put everything in your SRP on this poster
  - o Think about your research question & what is the most important (and interesting) part of your argument
  - o Think about the conclusions you arrived at and what is important to share
  - o Think about notable parts of your research
  - o Gather all graphics, photos, charts, maps, etc that you have available and only pick the relevant ones to the questions above

**TIP:** Type your abstract out in font that is at least 18 point font. See how much room it will take up on the poster. Does it look better in portrait or landscape? Is it big enough to read from at least 5 feet away? Tape it to your wall and then walk away and try to read it. This will give you a sense of how much space on the poster readable text will require.

## Now, it's time to design your poster...

- Use a software that you are comfortable with
  - o PowerPoint can be good & you can set a custom page size to accommodate the larger page while working in it
- Decide what size you want it to be
  - o If you are going to mount it on foam core, check out available sizes in Bookstore
  - o If printing in the Data & GIS Lab, the final poster size cannot exceed 42 inches by 50 inches. You can make this either portrait or landscape, but those are the maximum dimensions. A good size might be 36"x40" or 36"x48".
- Make it logical & legible
  - o State what it is you were actually researching (abstracts can work well for this)
  - o If a picture is needed to actually show something, use a picture to show it rather than using text
  - o State your conclusions/findings
  - o Use bullet points instead of sentences when possible
  - o Make sure your text is big enough to read & the color of the text is readable
  - o Be concise!
- Give the poster a good flow
  - o Don't put your conclusion before your question – that's why conclusions are generally in the lower right corner of a poster
  - o Be sure to keep it balanced from top to bottom & left to right
    - Mix and match text & graphics
  - o If you are using a tri-fold board, consider dividing your poster into thirds with the first part being the question, the second being your research analysis, the third being the conclusion
- Make it look interesting
  - o People like colors, but not too much
- Ensure you have the required elements on the poster
  - o Title (a good title is catchy & tells people what the topic is and where your study site is)
  - o Your name
  - o Date
  - o Research question & Abstract
  - o Methods
  - o Conclusions/Findings
  - o Graphics Attribution – this is key for any graphic which is not your own
  - o GIS Specific Elements
    - Title
    - North arrow
    - Scale

- Legend
- Data attribution

## The Final Steps...

- Print it
  - For free\* with Data & GIS Lab if there is a GIS spatial analysis component
  - For at least \$60 with [Imprints](#) Campus Services Complex location, [ACMS](#), Kinkos, or other similar venue
- Mount it
  - Generally mounted on foam core using spray mount
- Treat it with care
  - You worked hard on it so be proud & be nice to it!

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