

PennWest UNIVERSITY

Celebration of Scholarship (CoS): Poster & Presentation Guidelines: Clarion Campus

All expenses for printing and preparation of posters will be covered by the CoS planning committee. Presenters need only to bring their printed poster to the Carlson Library on the day of the event – all other supplies for displaying of the poster will be provided. Presenters should plan to **upload a PDF of their completed poster design at the URL below by Tuesday April 7** so that it can be printed in time for the April 22 event.

Upload To: <https://tinyurl.com/CoS2026-Clarion>

Standard size for posters is 36" (vertical) X 48" (horizontal). To lay out your poster, it is best to use a program such as **PowerPoint** or **Keynote** and adjust the size of your slides to these dimensions. To set the correct dimensions for your poster in PowerPoint, click on the design tab in PowerPoint, open the pull-down menu under slide size (at the right), choose "custom slide size", and set the dimensions of the slides to 48" x 36". Make sure the orientation is set to "Landscape".

General guidelines for posters:

Layout:

- The main title should be short, clear, informative, and large (viewable from 8ft away, 80 pt or bigger). This should be followed by the names of the presenters (at least 60 pt).
- Split your poster up into a series of sections with clear headings.
- Make sure the flow of information is logical and easy to follow. The headings you use can help you to guide readers through your poster, and can help to convey your findings.
- Make sure your layout is consistent and neat.
- Do not be afraid to leave some blank space, it helps to organize and define your sections.
- Create a balance between visuals and text: posters are a visual medium, so you do not want to have too much text.

Text:

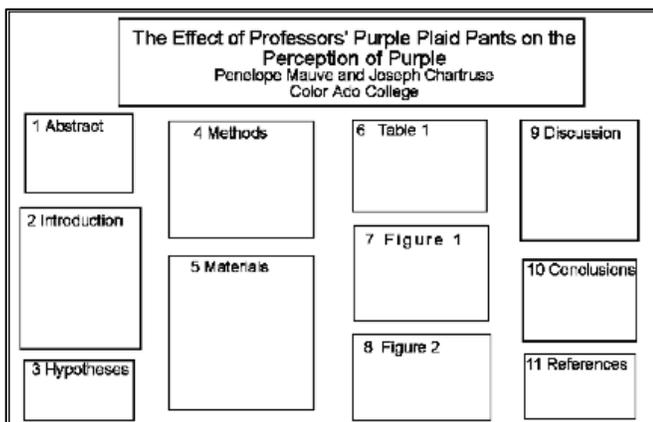
- Text should be short and to the point. To minimize the amount of text you use, consider keeping any text elements to 50 words or less.
- Consider using bullets, instead of paragraphs.
- Make text large! All text should be at least 24 pt (at least 36 pt for headings) and read easily from 3-4 feet away. Fonts such as Arial and Helvetica work well.
- When you make a statement or include a statistic, cite the source, otherwise readers will lose confidence in you as a source of information.

Visuals:

- Good graphics are the key to an effective poster.
- Use simple, relevant images and graphs to illustrate and enhance your poster. Make sure the images you choose are freely available to share (e.g. from creative commons).
- Photos help to illustrate your work and can help convey your message to viewers.
- Consider whether you can use an image or graph, instead of text, to communicate a concept/relationship/idea.
- Use graphics to attract attention.
- If you have only a few illustrations, make them big!

Poster presenters should plan to come 10-15 minutes before the start of the event to allow time for setup. When you get to the conference, you will get a program. In the program will be your poster number. This number will correspond to a specific location where you are to display your poster and engage with conference attendees.

Below are some examples of standard layouts for a professional poster. It is usually easier to read if you use columns and move from left to right. It is usually best to follow the basic organizational structure that best fits your project and specific discipline in laying out your poster; discuss this with your faculty mentor. Use as many graphical representations as possible and avoid long sections of text which are hard to read on a poster. Use an outline format with main points, and then verbally explain the details to your viewers. It would be best if you practiced using your poster by preparing a brief, flexible, 3–5-minute verbal description of your work.



This poster template features a green background with white text and a bar chart. The main text reads: "Main finding goes here, translated into plain English. Emphasize the important words. (feel free to add a focal graphic below!)"

Other elements include:

- Top: "Put Your Full Poster Title Here: And Include Your Subtitle if You Have One"
- Left: Author names, abstract, methods, results, and discussion sections.
- Right: University logo (WONOVILLE), a list of instructions for authors, and contact information (fullpaper@edu, email@address.edu, @socialaccount).

This is a detailed scientific poster template with the following sections:

- Abstract:** A short summary of the research.
- Introduction:** Background information and the purpose of the study.
- Materials:** Description of the materials used in the experiment.
- Methodology:** Detailed description of the experimental procedures.
- Results:** Presentation of the data, including a scatter plot showing a positive correlation between two variables.
- Conclusion:** Summary of the findings and their implications.
- Recommendations:** Suggestions for future research.
- Acknowledgments:** Recognition of those who assisted in the work.