Overview
Prepare a well-organized, creative display that is visually pleasing to both you and your audience and communicates text and data efficiently.

- Your poster should enhance conversation...
  - Be selective and include major points that are clear and concise.
  - Save interesting, nonessential information for informal discussion during your presentation, or provide on a handout.
- Remember, your poster is a visual representation of your research findings. Create a story using text and images...
  - Use a mixture of text, charts, tables, and photographs.
  - Design your text and graphics to be viewed from a distance of 3-4 feet.
  - Use white space as a ‘visual oasis’ to give the eye a break.
  - Proofread carefully! Your final poster will measure 6’w x 3’h, and errors will appear LARGE.

Basic Outline
Include...
- Title
- Author(s) Name
- 1st Authors Email Address
- Author(s) Affiliation
- Introduction/Background
- Data and Methods
- Findings/Results
- Conclusion
- References
- Acknowledgments – The CFDR acknowledgment is noted on the PPT template

Text
Headings and Titles...
- Font Style: Arial Bold
- Title Size: 60 point font
- Heading Size: 28 point font
- Capitalize first letters, and use lowercase text (avoid using ALL UPPERCASE).
- Use bulleted lists frequently to avoid large amounts of text.
- Arrange material in columns to read from left to right.

Body...
- Font Style: Arial
- Text Size: 24 point font
- Emphasis: Bulleted lists -- use **bold** & *italics* if needed

Graphics, Illustrations, and Photographs...
- Choose concise, consistent, clear, complete, and clean graphics.
  - Distribute complex or dense data in a handout.
- Use the preapproved color-chart for ALL tables and figures (see page 4).
- Cite your sources!
  - Ensure you have permission to reproduce images created by others.
  - Number all graphics and label with a title and source.
- Keep it simple and avoid clutter...use sufficient white space.
Center for Family and Demographic Research
Poster Pointers

**Design and Layout**
- Place the title, author(s), and affiliation(s) near the top of the poster in the area provided, and keep the main body of the poster in the lower portion.
- Use a minimum of 1-inch margins on all sides.
- Use sufficient white space between graphics and text to avoid clutter.
- Limit your paragraphs to no longer than 7-10 lines. Break up longer sections of text with bulleted lists or graphics.
- Consider using the Z-Pattern (often called reverse S pattern) for simple storytelling.

![Z-Pattern Layout](Source: Vanseodesign)

Keep in mind, the Z pattern may be incorporated into your design across the entire width of the poster, across each column, or among/between columns.

**Presentation**
- Prepare a short (1-2 sentence) overview of your key findings.
- Stand near your poster for the entire period.
- Prepare a handout or business card to distribute.
- Thank viewers for stopping by your poster.

**Deadlines**
- Submit your final poster as a PDF file to Lesley Wadsworth, lesleyw@bgsu.edu, a minimum of 7 business days in advance of the deadline (BEFORE noon Friday, April 13). We have all posters printed at the BGSU Large-Format Print shop.
  - Note: This year, our staff will be traveling to Denver on Tuesday, April 24, so we need to provide all materials to the large-format printers and have them completed and returned to you no later than Monday, April 23.

**Questions???**
If you are creating a CFDR related research poster, please contact the CFDR office (cfdr@bgsu.edu or 419-372-7279) for further assistance.

You may contact Lesley Wadsworth between the hours of 8 a.m. – 2:30 p.m., Monday - Thursday
- lesleyw@bgsu.edu
- 419.372.3120 (Wednesday, on-campus office)
- 419.992.4535 (Monday/Tuesday/Thursday, off-campus office)

Or
Libby Allen-Dachik between the hours of 8:00 a.m. – 5:00 p.m.
- cfdr@bgsu.edu or
- 419-372-7279 (Monday – Friday)
View more posters...

http://www.bgsu.edu/ncfmr/resources/dissemination/conference-presentations-and-posters/paa.html

Note: The 2018 Poster Template is new!
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<th>Sample</th>
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<th>HEX</th>
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