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...
  o Be selective and include major points that are clear and concise.
  o 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...
  o Use a mixture of text, charts, tables, and photographs.
  o Design your text and graphics to be viewed from a distance of 3-4 feet.
  o Use white space as a ‘visual oasis’ to give the eye a break.
  o 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 only (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.
  o Distribute complex or dense data in a handout.
• Use the preapproved color-chart for ALL tables and figures (see page 4).
• Cite your sources!
  o Ensure you have permission to reproduce images created by others.
  o 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](mailto:lesleyw@bgsu.edu) a minimum of 7 business days in advance of the deadline (BEFORE noon Wednesday, March 28).
- Posters are printed at the BGSU Large-Format Print shop.

**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](mailto: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](mailto:cfdr@bgsu.edu) or
- 419-372-7279 (Monday – Friday)
• 2018 Poster Sample

The Geography of Marriage & Divorce in the U.S.: Correlates & Spatial Variation

Krista K. Payne (kristapw@bgsu.edu) & Wendy D. Manning

Department of Sociology
Bowling Green State University

Introduction

• Rapid family change has occurred, but has not been charted at the local level. National trends mask important spatial differences in marriage and divorce (Leinwage and Hiestand 2006).

Research Questions

1. What characteristics of counties are related to marriage and divorce rates?
2. What would county rates be if we gave low rate counties the characteristics of high rate counties and vice versa?

Data Sources

• NCFMR County Level Marriage and Divorce Data
• County-level counts of marriages and divorces: occurring in 2018
• Other Administrative Data
• CO Press U. Political Science Database
• United States Census Bureau: County Level Divorce Data
• United States Census Bureau: County Level Data: Detailed Area and Subsidiary Data, 2010
• Census Data
• American Community Survey (ACS) 2009 and 2010
• Census Data: 2010
• Small Area Income and Poverty Estimates (SAIPE) Program

Adjusted Marriage and Divorce Rates

<table>
<thead>
<tr>
<th></th>
<th>% Married</th>
<th>% Divorced</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>54.5</td>
<td>45.5</td>
</tr>
<tr>
<td>Female</td>
<td>58.2</td>
<td>41.8</td>
</tr>
</tbody>
</table>

Spatial Variations in Rates

<table>
<thead>
<tr>
<th>Region</th>
<th>% Married</th>
<th>% Divorced</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>56.3</td>
<td>43.7</td>
</tr>
<tr>
<td>Midwest</td>
<td>56.8</td>
<td>43.2</td>
</tr>
<tr>
<td>South</td>
<td>55.6</td>
<td>44.4</td>
</tr>
<tr>
<td>West</td>
<td>55.0</td>
<td>45.0</td>
</tr>
</tbody>
</table>

Standardization Results

• Marriage in low marriage rate states is not sensitive to compositional factors, but county-level divorce in low divorce states is.

<table>
<thead>
<tr>
<th></th>
<th>Predicted Marriage Rate</th>
<th>Standardized to Opposing States’ Means</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low Marriage Rate State</td>
<td>54.3</td>
<td>45.7</td>
</tr>
<tr>
<td>High Marriage Rate State</td>
<td>65.2</td>
<td>54.8</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Predicted Divorce Rate</th>
<th>Standardized to Opposing States’ Means</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low Divorce Rate State</td>
<td>20.5</td>
<td>19.5</td>
</tr>
<tr>
<td>High Divorce Rate State</td>
<td>25.0</td>
<td>24.5</td>
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View more posters...

• 2019 Poster Template
<table>
<thead>
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<th>Sample</th>
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<th>HEX</th>
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<td>fdfdb3</td>
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