

GUIDELINE FOR POSTER PRESENTATION
WQB7002
RESEARCH PROJECT FOR LIBRARY AND INFORMATION SCIENCE

- The Poster size A1 is 23.4x33.1 inches, either portrait or landscape.
- The poster should include:
 - ✓ **Title of the project** (with author names directly underneath)
 - ✓ **Project details**
 - ✓ **Feedback from users/community it serves**
 - ✓ **Conclusions**
 - ✓ **Acknowledgments** sometimes replaced by **Contact Information**
- The poster will be evaluated based on the following:

(i) Content

Clarity of content

Quality of content (background, methodology, findings, etc.)

Significance of project (to field of study, community, etc.)

Supports main points

(ii) Organization

Layout (organized, effective, professional, captures interest)

Appropriate font size and use of visual aids

Important information is readily available and easy to grasp

Clearly identified topic and purpose

(iii) Delivery

Professional and confident

Engaged with audience

Clear voice with good pace

Response to questions

- **Poster Design Tips:**
 - ✓ Most students use Microsoft PowerPoint to design posters. Be sure to begin by setting the page size to your final poster size. More sophisticated programs such as Adobe InDesign, Illustrator, or Photoshop are other design options.
 - ✓ Use large text (your text should be at least 18-24 pt; headings 30-60 pt; title >72pt.)
 - ✓ Do not use more than 2-3 font styles total
 - ✓ Use fonts that are easy to read (such as Times New Roman, Garamond, and Arial)
 - ✓ Avoid jagged edges: left-justify text within text boxes or fully justify blocks of text
 - ✓ Avoid too much text (no more than **800 words** max) and undefined technical jargon (depending upon your potential audience)
 - ✓ Choose colors carefully and pay attention to contrast. If in doubt, dark print on light background is best.
 - ✓ Organize and align your content with columns, sections, headings, and blocks of text

- ✓ White space is important to increase visual appeal and readability (this is the “empty” space between sections, columns, headings, blocks of text, and graphics).
- ✓ Selectively incorporate charts, graphs, photographs, key quotations from primary sources, maps, and other graphics that support the theme of your poster. It is best to avoid using tables of data.
- ✓ Avoid fuzzy images; make sure all graphics are high-resolution (at least 300ppi) and easily visible
- ✓ Include the **UM Logo**
- ✓ Edit your poster carefully for typographic or grammatical mistakes and image quality before the final print-out