2016 Sustainability Poster Session
Poster Presentation Guidelines

Construction of Poster

- Poster may be created using PowerPoint or another graphics program.
- The Southern Miss Image Center in the basement of the Thad Cochran Center offers printing services. Signs First, located at 4400 Hwy 98 (Hardy Street) near Michael’s and Georgia Blues also offers poster printing services. We have arranged a deeply discounted printing price with both printing locations. A 48”x36” poster will cost $37.
- Please note that the poster must be submitted for printing at least a week before the poster session (ie by November 11).
- Easels, mounting boards, and pushpins will be provided at the poster session.

Formatting Guidelines

- Posters should be designed in the landscape position.
- Dimensions should be 48-60 inches in width and 36-42 inches in height.
- The title should be at the top center of the poster with your name and department underneath. If appropriate within your discipline, also include the names of your mentor and any graduate students or postdocs who worked with you.
- Font sizes should be readable from three feet away. Usually this is at least 72 points for the title, 36 points for the section headings, and 20 points for text.
- The poster should be read top to bottom, left to right.
- Use visuals to convey the information in your presentation where possible.
- Try to limit your text to about 25% of the poster space. Keep the text to small blocks of only a couple of paragraphs. Bulleted lists work very efficiently.
- Figures should be numbered consecutively according to the order in which they are mentioned in the text.
- Each figure should have a caption and should include all relevant information (e.g., explanation of symbols and abbreviations) so that it can be understood on its own.
- Do not try to fill every square inch of space on the poster; too much text can overwhelm your readers as they try to take in the information you are attempting to present.

Development of Content

Posters allow for much creativity in design and style, which makes them a very engaging presentation format for all involved. Although there are no hard and fast rules concerning content, generally you should have the following sections:

- An introduction that presents the topic of the project, outlining the hypothesis or problem studied and how the work represents an original contribution to the existing body of knowledge surrounding it.
The next section should describe how you undertook your project, including a brief overview (no details) of the methods or procedures you used in your analysis.

The third section should present your finding(s) (usually this will comprise the largest part of your poster).

The final section should present the interpretations of your findings, especially as they are placed in a broader context of existing research (what did you learn from your efforts? What do you want others to learn or understand?); you may also wish to have a conclusions section in which the major points of the student are “bulleted.”

Any list of references or works cited should be presented at the very end.

If the study received financial support (e.g., through an Eagle SPUR award; you may want to check with your mentor about whether there were additional funding sources), this should be acknowledged.

At the Event

The discussion that takes place with visitors to a poster is one of the most valuable aspects of this style of conference presentation. Be sure to take advantage of it.

- Stand by your poster during the assigned time, smile, and try to catch the eyes of passers-by. Ask anyone who stops by your poster whether you can provide explanations.
- It will be helpful if you prepare a very short oral description of your work (perhaps 30 seconds in length) prior to the symposium to give to visitors who may ask for a summation; keep in mind that others may prefer to read the poster uninterrupted for a few minutes before engaging in discussion.
- Be very familiar with all of the material so that you do not have to refer to the poster before answering a question.
- Offer to take down the contact information of those who are particularly interested and send them a copy of the poster after the conference.

Resources

There are dozens of websites available on-line that give helpful information concerning poster construction. Many are discipline specific, which can be especially useful. Below are just a few of them.

- Posters in the Humanities and Social Studies: https://www.uhd.edu/academics/sciences/scholars/Documents/workshop-poster.pdf
- Posters in the Sciences: http://www.pitt.edu/~etbell/nsurg/PosterGuide.html
- A comprehensive list of poster design websites: http://libweb.lib.buffalo.edu/guide/guide.asp?ID=155