**Some tips on constructing a poster for presentation at the chemistry poster session**

The poster should have some flow, and be easy to follow if the presenter is not next to the poster. Usually, a poster begins in the upper left corner and progresses downward in two or three columns, as shown below.



Content should be distilled down to major points. Excessive detail is not necessary UNLESS the study lies in the details. For example, you don’t need to list the mass of each solid you prepared, but you should indicate what solution concentrations were used. Furthermore, do not include excessive amounts of text. The poster should stand on its own, but walls of text make the poster difficult to follow. Remember a poster is NOT the same as a manuscript and should not be treated as such.

Overall poster size:

 Go to design tab, page setup, select custom, width=56”, height=42”

Text sizes:

Primary title: 96 point font

Subtitle: 60pt font

Figure Captions: 18 point font

Text: 24 point font

Section titles: 66 point font

Table titles: 18 point font

Text in tables: 18 point font

Pictures/graphs:

8x10” or 5x7”

Make axis labels at least 16 point font when working in Excel.

* Always view your poster at 18% to see what the entire poster flow will look like. You will not be able to read the text at this level of magnification.
* Always view your poster at 100% to see what the figures/text will look like. If they are small at 100%, then make them bigger!
* Printing a full-color poster at Butler will cost $20 and takes roughly two days. Printing a smaller black-and-white at FedEx-Kinkos is even more!! Plan accordingly. Students are responsible for funding the printing of their own posters.
* To Print your poster at Butler, save the PowerPoint slide as a pdf and then upload it at <http://www.butler.edu/printing/>. Select the “Print Copy Form” and follow the directions.