

Poster Rules

- The Undergraduate Research Program **will not pay** for the printing of your poster. Your department may have a poster printer that they will allow you to use. If not, large printing companies such as Fedex are equipped to print posters. Leave enough time before the presentation to print, as many students will be utilizing the same printing services, and printing posters takes longer than you think.
 - **Poster Size:** 34" high x 46" wide. NO EXCEPTIONS! You will be sharing the poster board with another presenter.
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Poster Guidelines

Please Note: These are *guidelines*, not *rules*. Your department or field of study may have different ways of creating poster presentations. Ultimately, your faculty advisor has final say on your poster design.

- Most students use PowerPoint to create their poster, by changing the slide size to the appropriate size and designing the poster on a single slide. It is very important that you change the size of the slide to do this! If you are comfortable with InDesign or other graphic design software, you can make your poster that way.
 - Use high quality images, and check that they do not appear pixelated at high resolution.
 - Save the poster as a PDF for printing.
- General design tips:
 - Use easy to read text.
 - Bullet points over paragraphs when possible.
 - Clear difference between font color and background color.
 - Make the sections flow in a clear order.
 - Use figures, charts, pictures to explain information without using too much text.
- The header of your poster should include your name and department, your faculty advisor's name and department, and the UD Logo.
 - Download the UD Logo from <http://sites.udel.edu/ocm/brand-identity/logos/logo-downloads/>, do not just do a Google Image search!
- In the Acknowledgements section, thank the Undergraduate Research Program and any other funding source.
- Have your faculty advisor proofread and approve your poster before printing. Depending on the nature of your work, there may be details that the faculty advisor is not ready to release to the public yet, so this step is very important.

Text sizes:

Title: 85 point

Authors: 56pt

Sub-headings: 36pt

Body text: 24pt

Captions: 18pt

Kean College of New Jersey
Neuroscience Program

Your Ingenious Teaser Right Here to Woo Them Down to the Body

Conclusions first: 44 pt bold
Always put the most important part - your conclusion - first. Place your conclusions in the upper left-hand corner of your poster. People judge material from the reader's perspective, your own case. By who and your conclusion has to be understood within a couple of seconds reading. Use extra space when writing the last sentence: 34 pt regular

Introduction
Posters are primarily used for presentation. Your poster should be dominated by self-explanatory materials such as graphs and pictures with the amount of text should be kept to the minimum.

Your aim
Your poster is an advertisement for your program and so such it needs to be eye-catching and on sight to the point. You only have seconds, or at best a few minutes to attract the attention of the visitor to a poster session. Keep your message short and clear.

Your message
Keep your message clear and your text concise. Double and re-read for the poster and try to get your message across to your target group.

Layout, photos and print
Contact Marketing@kean.edu at University Library for help with layout and design enhancement. For posters and professional photographs contact Photography@kean.edu. For more information visit www.kean.edu/keanpress.

Major neuroscience journal

Tips:
The best font for text blocks that are as short as they should be on a poster is a Sans Serif font like Times or Courier. AVOID CAPITAL LETTERS IN TEXTS THAT ARE LONGER THAN ONE LINE SINCE THEY ARE MORE DIFFICULT TO READ.

Handouts
If you succeed in getting the poster's attention, provide further written material. Offer them in the form of handouts or printed articles. Include references on your handout instead of your poster.

It is always nice to put in a picture and write some few word notes of what's going on in the slide. Put handouts, to allow some reading - on a table or in an envelope - along with the poster.

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