Goals for Text Content

Writing a poster is different than writing an essay; to communicate effectively the text-content of your poster should:

✓ capture the interest of your audience and make them want to learn more
✓ present information in a clear, organized, and succinct way
✓ communicate to all academic audiences
✓ advertise the significance and key arguments of your project
✓ avoid large blocks of text
Headings Count!

The word count for a good poster is small: 500-1000 words. But keep in mind that headings and bulleted lists can convey a great deal of information in fewer words than traditional sentences and paragraphs.

Major Conclusions & Trends

- DPN empowered the students to take pride in their d/Deafness and stand up to the paternalistic attitude of the Board of Trustees.
- The graduate students tended to have more knowledge about the student takeover.
- D/deafness may no longer be one of the most important qualities for the president of Gallaudet.
- The students who attended Gallaudet University in 1988 took an active role in the protest and staged a student takeover by making demands, controlling who was allowed to enter campus, holding rallies, and threatening to drop out of school.
A picture may not be worth 1000 words . . . but it’s worth at least 200
Build On You Abstract!

Re-read your abstract and ask yourself the following questions:

– What were my major conclusions not discussed in the abstract? What are a few of the big take-aways?
– What do I need to describe about my methods or procedure?
– Is there more context or background that I need to provide for the audience?
– What information should I provide so that my poster can start a conversation?
– What scholarship or resources do I need to cite?
talking about type: types

SERIF  non-SERIF  script  CONDENSED

handwritten  URBAN  DISPLAY

PERSONALITIES  personalities  personalities  PERSONALITIES
Talking about type: does weight and size count?

When similar size of type is used for different kinds of information, it is difficult to read.

By using clearly different sizes for type it becomes easier for the reader to separate and focus on the messages.

Same goes for the weight of type you select as well. Differentiate the type of information you communicate with weight, size and color, like heads and body copy.
Body copy Body copy  Somehow we arrived. Tootsie Rolls, eye rolls, stomach rolls in exponential meant to write back (I really did), but the way the wind blew the door open and slammed it shut again upset my stomach, so I had to lay in bed for a few days watching soap operas and infomercials and reading Lovecraft and writing my novel, and I went to school graduated with a B.A. in Religious Studies and moved to San Francisco and I met a girl the perfect girl! who was interested in

Flush left, rag right

Body copy Body copy  Somehow we arrived. Tootsie Rolls, eye rolls, stomach rolls in exponential meant to write back (I really did), but the way the wind blew the door open and slammed it shut again upset my stomach, so I had to lay in bed for a few days watching soap operas and infomercials and reading Lovecraft and writing my novel, and I went to school graduated with a B.A. in Religious Studies and moved to San Francisco and I met a girl the perfect girl! who was interested in

Centered

Body copy is most easily read when it is flush left because we read from left to right. The rag right makes it easier for our eyes to move down and left to the next line.

Flush right, rag left

BTW- leading is the name used for linespacing, or the space between lines.
Talking about type: are we aligned? Is there hierarchy?

**Most important head**

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**SECONDARY HEAD**

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- **In third place maybe?**

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- **CHANGE HEAD SIZES** to reflect the hierarchy of information being presented.

- **ONCE YOU ESTABLISH** style and size of type used to present a kind or hierarchy of information, use that same style throughout your piece to reflect same kinds of information.

  - **EXPERIMENT NAME**, location, outcomes, etc...
talking about type: knock it out, or not

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BODY copy is too difficult to read when knocked out, or colored on black, unless in small amounts, and made larger with increased linespacing, or leading.

HEADS, because by nature are usually shorter and larger, work better being knocked out or colored (light colors please) in small amounts.
talking about type: little boxes

Don’t box me in
Somehow we arrived. Tootsie Rolls, eye rolls, stomach rolls in exponential I meant to write back (I really did), but the way the wind blew the door open and slammed it shut again upset my stomach, so I had to lay in bed for a few days watching soap operas and infomercials and reading Lovecraft and writing my novel, and I went to school graduated with a B.A. in Religious Studies and moved to San Francisco and I met a girl the perfect girl who was interested in watching soap operas and infomercials and reading Love watching soap operas and infomercials and reading Love

unless you don’t want me to look anywhere else,
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and if you must please leave cushy margins.
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Best use for boxes is to absolutely separate info.
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And then, you can even use color if you want to separate info even more.
Talking about type: we need a rest

Give me space pls
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too close arghhh!
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So nice when I
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decide where
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to look next. It allows me receive your message.
NEVER NEVER NEVER, I beg you, please NEVER EVER change a correct photo’s width or height to fill a box. ▲ or ▼

This is a **Golden Rule!**
Image sense: what you see

If this is your original image and your box sizes have a different ratio, you have at least two choices:

1. **zoom in and crop** OR
2. **make your box smaller** and leave white space or write a nice caption.

**PLEASE LEARN** to do this.

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**The numbers are in.**

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Serif body

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non-Serif body

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Be sure to get correct College of Wooster graphics!
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Contributions to the Pleasure of a Poster Read with Dummies

Sammy Pointerrides ’16 • Advisor: Vanna White vonShowz • Assistants: Greta Wave, Marcus on Papier

What we looked for


Illustrations explained

What was revealed


The results were plentiful


Final conclusions

resources: getting help

• Training videos [https://www.atomiclearning.com/highed/creating-research-poster-training](https://www.atomiclearning.com/highed/creating-research-poster-training)
• Where to submit your poster [http://technology.spaces.wooster.edu/poster-printing/](http://technology.spaces.wooster.edu/poster-printing/)
• Templates and logos [https://wiki.wooster.edu/display/itdocumentation/Print+a+Poster](https://wiki.wooster.edu/display/itdocumentation/Print+a+Poster)
• Digital Media Bar [http://educationaltechnology.wooster.edu/role/sta/](http://educationaltechnology.wooster.edu/role/sta/)