5 Tips to Create an Effective Poster for the Spring Research Symposium

1. Follow the template guidelines.

Posters must be self-supported (either by using a tri-fold board or by bringing your own table easel) and should be no larger than 48 inches (width) by 36 inches (height) as you will share a table with another presenter. Full details on the Symposium website.

2. Know your audience.

You will be sharing your poster with the broader SIUE campus community. Many individuals will not be familiar with your discipline or area of research. Think about how you can explain your project to an educated layperson in a way that will allow them to understand the background and impact of your project. What would you say to someone who asks "tell me a little bit about your project?" Be prepared to engage in conversations about your project!

3. Use visual aids!

Your poster should *NOT* be printouts of your paper glued to a board. Avoid long paragraphs and unnecessary details. Think about how you can draw attention to important parts of your project with colorful visual aids such as charts, graphs, images, bulleted points, and tables. See the poster samples website from University of Texas at Austin for inspiration.

4. Plan your content & layout carefully

Before you begin creating your poster, design a layout that is balanced and easy to follow with content that is clear and concise. Use headings (such as purpose, methods, results, conclusions, etc.) so that someone viewing your poster can easily find key information.

5. Seek feedback from your faculty advisor early

Discuss your poster plan with your faculty advisor and give them plenty of time to provide feedback before you execute your poster. Be open-minded and give yourself plenty of time to implement any suggested changes. Proofread your content several times before adhering it to your poster!