

# Learning & Research Fair Poster Design Guidelines

Lougheed Center for Applied Learning will pay for one poster to be printed for the research fair. Please follow the guidelines below when filling out the poster request form.

## Poster Dimensions & Setup

- Your poster should be created as **one** slide in PowerPoint.
- Under "Custom," select your width and height. Potsdam accepts sizes 54" x 42", 48" x 42" (standard), and 30" x 42". All other sizes must be approved ahead of time. Central Printing equipment limits a maximum of 42" in one direction). Be sure to select "Ensure Fit" to avoid lost information.
- You must take this step before you create your poster. Your print quality will be grainy or pixelated if you design your poster and then change the size.

## Design Tips

Unless you are presenting some type of visual art or graphics project, information is king in poster design. Posters should be informative and graphically appealing.

- The poster should clearly detail the project's topic, thesis, scope, methodology, results, and conclusions.
- Be sure to include: presenter name(s), co-authors, academic program, faculty advisor(s), and project title. *(If presenting your poster at an off-campus event, SUNY Potsdam should be included. Check the conference website for specific guidelines.)*
- Work drafts of the poster through your faculty advisor to be sure class or conference presentation guidelines are met before you send to our staff, who will order the printing to be done.

## Color Choices & Backgrounds

- Maintain good contrast between the background color and the text color.
- Colors on your computer monitor will not reproduce exactly on a printed poster, as monitor color settings vary. You can expect that there will be a color shift of two or three shades.
- Choose SUNY Potsdam colors unless conference requiring otherwise.
- The campus's [brand guide](#) will show authorized colors and fonts.

## Graphics

- Limit image resolution to 150 dpi to ensure their ability to print.
- All graphics should be pictures (.tif, .gif for transparency, .jpg for non-transparent images) inserted directly into PowerPoint (NOT linked from another program). The preferred image format for all inserted images is **JPEG** if you do not need a transparent background.
- If you have graphs or charts from Excel to include in your poster, simply copy in Excel and paste into PowerPoint.
- When necessary, don't forget to caption images, tables, etc. for clarity.
- Do not enlarge images after they have been inserted into PowerPoint.

## Text

- It is best to use a font that is cross-platform to ensure that your poster retains the text, spacing, and look you want. If you use a downloaded font that is specific to one environment (i.e., only Mac or only Windows), you must embed that font in your PDF.
- *Rule of thumb for font sizes:* Title 72-120; Subtitle 48-80; Section Headers 36-72; Body Text 24-48.
- Sans-serif fonts are best for posters, particularly for the title, subtitle, and headers. Serif fonts may be used with larger blocks of text.
- Official SUNY Potsdam fonts may be found in the campus's [Brand Guide](#).

## Saving to PDF

- **All printing services need a PDF file set to your custom page size for proper printing.**
- When you have proofread and edited your PowerPoint slide, "Save As" a PDF.

## Poster Printing Request Form Information

You will need the following information when filling out the poster request form:

- Name
- Email address
- Team name (if applicable)
- File name of your poster
- Poster size
- Display options:
  - Poster display board
  - High top table
  - Square table
  - Electrical outlet
- How many people will be in your group to present