### Scientific Poster Design

**Cornell College Student Symposium**

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**Resources**

*Designing a Poster with PowerPoint and Cornell Guidelines*
[http://crnl.co/pbzj](http://crnl.co/pbzj)

*Scientific Literature and Writing Poster Presentations*
[http://crnl.co/0ztu](http://crnl.co/0ztu)

*Design of Scientific Posters*
[http://writing.engr.psu.edu/posters.html](http://writing.engr.psu.edu/posters.html)

*Advice on designing scientific posters*
[www.swarthmore.edu/NatSci/cpurin1/posteradvice.htm](http://www.swarthmore.edu/NatSci/cpurin1/posteradvice.htm)

*Poster Presentations in the Natural Sciences (George Mason University)*

*Scientific Poster Design (Cornell University)*
Slides: [http://crnl.co/d3gs](http://crnl.co/d3gs)
Video: [http://crnl.co/brc2](http://crnl.co/brc2)
(MUST view in Internet explorer)

*Give Credit to your sources and helpers (may be in smaller type).*

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**Posters as Scientific Presentations**

Posters are used to present your work to an audience that is walking through an exhibit. The presenter usually stands by their poster ready to engage in discussion with the roaming audience. Thus your poster must engage an audience who is both standing up and facing the distractions (noise and congestion) of a crowd.

**Things to Keep in Mind:**

1. The title should quickly orient the audience. (Know who your audience is likely to be: e.g. fellow students, senior faculty, etc.) They should quickly be able to assess your subject and purpose.

2. Key sections should be easy to locate: e.g. Objectives, Methods/Materials, Final Results, Discussion, Conclusion, etc. These sections should be designed so that they can be quickly read and comprehended.

3. Clarity and Readability (and Flow) are Key to an effective poster.

4. Posters should tell a story as well as give an overview of your work and invite discussion. Your poster should make sense whether you are standing by to explain or not.

5. Generally the flow of your poster should be the way we read in English—from top left to bottom right. You may want to use arrows, numbers, or letters to make the sequencing of your poster clear.

6. Do not crowd your poster with too much text. White space helps your audience take in what’s important quickly.

7. Select scalable type and make sure your images look good at a larger size. They will not scale well if their resolution is too low.

8. Remember to proof read **before** printing and maybe have a friend do the same—reprinting a poster is a lot more time-intensive (and expensive) than reprinting a paper.

9. Take a look at the resources on the sidebar for in-depth advice and examples.

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**Contact Information**

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