

Preparing a Poster for the WCC Annual Student Research Symposium

General Guidelines

This is a *general* guide – check with your instructor for specific requirements for your class.

✓ All posters should include at the top:

1. Project title

- use very large font
- choose a title that is both interesting and descriptive
- see previous programs online for examples of titles

2. Student author name(s)

- list in alphabetical order by last name if it is group project
- make font smaller than title but still large – it is your time to shine!

3. Course and instructor

- use this format: COURSE #: Course Title, Prof. [Last Name]
- example: SOCIL 2: Social Problems, Prof. Kirschner
- use smaller font than your name, but large enough to see from a few feet away

✓ Use large font and color to help grab viewer's attention from a few feet away

- Titles and Headings should be bold, and very large – 48-point font or larger
- Text should be 18-24-point font, double or 1.5 spaced, and broken into short sections or paragraphs. This makes it easy to read from a few feet away.
- Some color contrast is good, but too many colors or very bright colors can be hard to read.
- You can stop by one of the optional workshops (dates and locations online) to see examples of what works and what doesn't.

✓ Be sure to run a spell check and proofread your text, including names of group members and professors.

✓ You can pick up a free poster board (first come, first served) but you can also buy your own if prefer

Poster Content

Your poster content will differ depending on the type of research you did:

- **primary research** = collecting original data from surveys, experiments, interviews, etc.
 - choose a tri-fold poster board; you need room to explain your methods
- **secondary research** = reviewing existing research in books, websites, etc.
 - choose a smaller board unless you have a lot of visual elements to display

Your content should be divided in sections. See the [poster visual guide](#) for a suggested layout. Each section should have a large heading (almost as large as the title). The text should be no smaller than 18-point font, but 24-point is even better. The sections below are typical for most projects, but yours may differ a little depending on your class:

Introduction

- Research topic: What are you studying?
- Significance: Why is your topic important?

Methods

- For primary research: describe method, instrument, procedure, sampling
- For secondary research: describe your data sources; where did you get your information?

Findings

- Use graphs, charts, tables, images, and text to explain key points
- Make this the central focus of your poster

Conclusion

- What are the implications of your findings? Are they important?
- Are there limitations to your research?
- Do you have suggestions or ideas for future research?

Works Cited

- Give full citations for any works cited or images used
- Use appropriate format for your discipline (APA, MLA, etc.)
- The font here can be smaller to fit on your poster as long as the section heading is visible and the citations are included