

USF Muma College of Business Student Research Symposium Poster Instructions

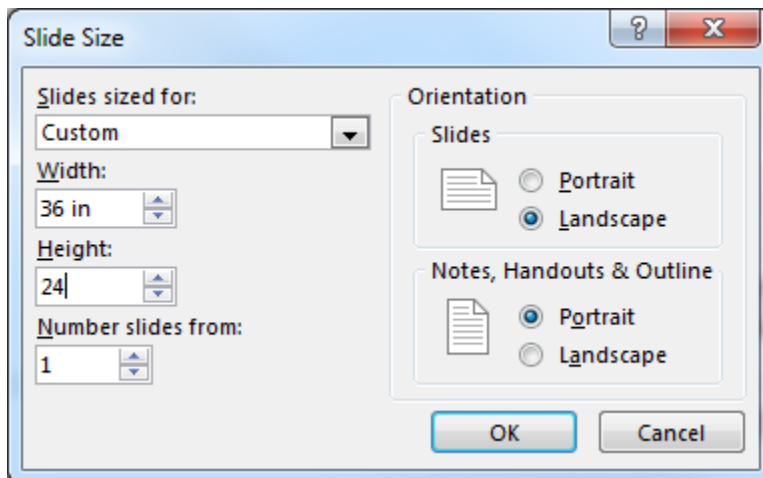
Your poster should be organized in a way that allows readers to fully understand what you are presenting in under ten minutes.

How to Create and Design a Poster

Microsoft PowerPoint is recommended as the source software to use in order to create your poster, but other creation software is available, such as OpenOffice and PosterGenius. Whichever software you use, make sure you are able to convert your poster to Adobe PDF format.

USF Muma College of Business 36" X 24" poster templates are available and recommended. See <http://www.usf.edu/business/research-symposium/presenter-materials.aspx>

In PowerPoint 2013, set the "Slide Size" by clicking on the Design Tab, and then clicking on the Slide Size as shown below.



Your poster is expected to be informative while maintaining a professional look, so expect to spend some time to carefully plan your poster design. A professional looking poster consists of precise blending of color, text boxes, graphics, and charts.

Pictures and graphics should be set at a resolution of at least 150 dots per inch (dpi) to a maximum of 300 dpi. While graphics set under 150 dpi may look okay on your computer monitor, the image will look blurred or fuzzy when printed full size on your poster. To see if your graphic has sufficient resolution to be printed clearly on your poster, set the View on your poster creation software to 100% and then move the view area to the graphic location.

The font size for the text of the poster should be set based on the distance observers will be from the poster. Font sizes should vary depending on if it is a title, a heading, or information. To optimize readability, text should be black or dark-colored, and should be printed on a white or light-colored background. Below are typical components included on a poster:

Poster Components

- Title
- Introduction
- Overview of Experimental Approach
- Results
- Discussion of Results
- Reference Articles
- Credits

Poster Printing

The dimensions of your poster should be 36" x 24" landscape with a foam board backing. You will be displaying your poster on an easel so you will need to have your poster mounted on a foam backer board.

Printing can be done by Pro-Copy [5219 E. Fowler Avenue] free of charge. Once you have registered for the event I will send your name to Pro-Copy. Just let them know you are from the Muma College of Business.

Pro-Copy Helpful Tips

1. Please do not wait until the last minute to submit your file

The best time to submit your file is Monday-Friday during business hours. Upon receiving your file, we will print out a small hard copy proof for you to come in and review. We will call you as soon as this proof is ready.

A typical turnaround time from when you submit your file, until when it's ready for pick-up is 72 hours (this includes time for you to stop in and review your proof) –

We understand that “things happen” and you may need a quicker turnaround....but it is a good rule of thumb to plan for approx. 48-72 hours. **PLEASE NOTE THAT FOAMCORE MOUNTING ONLY OCCURS ON WEEKDAYS.**

2. Convert your file to a PDF

Design your poster in PowerPoint – make sure the template size you are using is the size you want your finished poster to be.

Once the design is finished, convert your PowerPoint to a high resolution PDF or JPG for printing (300 DPI or greater).

REMEMBER: The final poster will be a dramatic increase in image size from what you are viewing on your screen. Therefore, small image problems will be magnified. Make sure that you are using high resolution images/photos when designing your poster.

3. Email or Drop Off your file

In the subject line, please be sure to include the conference name....i.e. USF Muma College of Business Research Symposium

E-mail address: printing@pro-copy.com

You are also welcome to bring your file into our store on a thumb drive.

PLEASE INCLUDE YOUR CONTACT INFORMATION (Name and Phone Number are a MUST!)