

Creating Research Posters

You have something important to say. Don't let your message get lost in an unsightly presentation. Instead, harness the power of Ohio State's visual identity. Clean, simple, powerful. Ohio State has a depth and breadth of expertise and talent, and you are part of that. When you use the Ohio State identity, you set yourself apart from other presenters and you tap into the equity of The Ohio State University.

Research is integral to Ohio State's land grant mission. It is an essential component of the university's goal of educating the next generation and solving some of the world's most pressing issues. When research innovation happens on our campus, we want the world to know that Ohio State was a driving force behind these breakthroughs.

QUICK TIPS

- Refer to the visual identity and style guidelines found on our site: cfaes.osu.edu/brand/home.
- Keep your posters simple. Avoid distracting backgrounds.
- Use branded fonts, colors, art and imagery.

OARDC OR EXTENSION IDENTIFICATION HERE

Title of the Research Study

Presenter name, Associates and Collaborators

INTRODUCTION

This editable template is in the most common poster size (48" x 36") and orientation (horizontal); check with the conference organizers for specific conference requirements regarding exact poster dimensions.

Writing Style:

The writing style for scientific posters should match the guidelines for the university. Use the Editorial Style Guide at <http://go.osu.edu/Vrg> for general guidance with academic titles, names of campus buildings, the correct way to refer to the campus, etc.

Copyright and Intellectual Property Guidelines

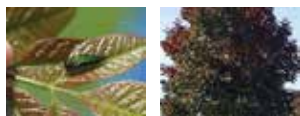
In today's world, just about everything is copyrighted, whether it carries the copyright symbol © or not. Moreover, under today's law, materials are protected by copyright as soon as they are completed. Copyright applies broadly to all creative pieces whether written on paper, sculpted in stone, found in cyberspace or created on videotape. Please visit <http://go.osu.edu/Vrh> for more information.

AIM

How to use this template

Highlight this text and replace it with new text from a Microsoft Word document or other text-editing program. The text size for body copy and headings and the typeface has been set for you. The text boxes and photo boxes may be resized, eliminated, or added as necessary. The references to the department, college and university, including the logo, should remain.

Head 3, to label the table below



small copyin text, quam aliquis nullam volubor am quat nulla fact his finalis eu facillime ligaturis ea prois. Minus du conat fiam esse volubore nulla equit, quot nulli illa conit hancis. Irit alit proisno conmod te disoluborena acilla facillime hancis fun hancis illi atititit laorutit auti proisno molio fugiam ver in eumy noa disolubit big fact

METHODS

Text

Be sure to spell check all text and have trusted colleagues proofread the poster. In general, authors should:

- Use the active tense
- Simplify text by using bullet points
- Use colored graphs and charts
- Use bold to provide emphasis; avoid capitals and underlining
- Avoid long numerical tables

Authors should re-write their paper so that it is suitable for the brevity of the poster format. Respect your audience. As a general rule, less is more. Use a generous amount of white space to separate elements and avoid data overkill. Refer to Web sites or other sources to provide a more in-depth understanding of the research.

Head 3, to label the table below



small copyin text, quam aliquis nullam volubor am quat nulla fact his finalis eu facillime ligaturis ea prois. Minus du conat fiam esse volubore nulla equit, quot nulli illa conit hancis. Irit alit proisno conmod te disoluborena acilla facillime hancis fun hancis illi atititit laorutit auti proisno molio fugiam ver in eumy noa disolubit big fact. Sed eundem ea volubore aperere autem non hancis.

Head 3, to label the table below



RESULTS

Images

Images must be 72 to 100 dpi in their final size, or use a rule of thumb of 2 to 4 megabytes of uncompressed. tif file per square foot of image. For instance, a 3x5 photo that will be 6x10 in size on the final poster should be scanned at 200 dpi.

We prefer that you import tif or jpg images into PowerPoint. Generally, if you double click on an image to open it in Microsoft Photo Editor, and it tells you the image is too large, then it is too large for PowerPoint to handle too. We find that images 1200x1600 pixels or smaller work very well. Very large images may show on your screen but PowerPoint cannot print them.

Preview

To see your in poster in actual size, go to view-zoom-100%. Posters to be printed at 200% need to be viewed at 200%.

Printing and Laminating

CommTech Printing Services can print and laminate your research poster. To place your order, contact us by phone at 330-202-3508 or send an e-mail to warren.119@osu.edu. Plan ahead; allow at least seven business days for Printing Services to complete the order. Other dimensions are available; the charge is by square foot. Contact Printing Services for specific pricing information.

Head 3, to label the table below



CONCLUSIONS

We have created this template with scientific researchers in mind. We encourage any comments or suggestions so that we can continue to update and improve this template. E-mail brown.3384@osu.edu with suggestions.

BIBLIOGRAPHY

1. References. lum exer adipsuistrat doloree tuerat kopera esenibh eu faccum eum iuscill quamcommy nit loerillit ulam quat lore verostrud ming et, si te facilliquise modolobri volore
2. vel et vel diamenit adit, conserim zrilulite el eugerostrite fact bio corse mim zrilure to dolore lit, volubor si
3. Veit vendipit, quat iustrud eraeserat do conummod ea alitci tie vel ea commodo lortis aliquemcommy nit aliquat niam erollan eu feugue magnis utpat autat.
4. Ut nostonset molobore feugam quiscing exerese trng etue dit atemum ipsam trim ex exerem canonice et sul incris et in
5. heribh vesequat, quis aci enamet ut ad modolupat ves eumsandipit aliquipsum zrilure verosto enim ea feu faccum vulputet vel utet non ute conse ts dip er aliquam cortm herim dupitum iuscig ex et nos dolorem zrilit wiscit et sili utat.
6. Sim psam dolorem velle aut valdupet eu facti am delectat eu litan vendre ellisc; floop ericilli blan eu faccumandre tat dipit nis dionul amconsequat, seneri.

ACKNOWLEDGEMENTS

Check to make sure you've acknowledged partner and funding agencies, either with text or with their logos.

Research posters are one way we can ensure that Ohio State’s innovative role is at the forefront of any advancement. While the accomplishment is the most important part of the message, it’s also necessary to have a properly branded image that accurately reflects the academic excellence and professionalism inherent in the work. The easy-to-use poster templates are available on the brand site (cfaes.osu.edu/brand/research-poster-templates) and can be customized to your area of focus. They include the university’s minimum branding requirements, and are available in the most popular sizes and configurations. You should always check with your conference or event organizers for specific requirements.

- **Our logo likes its space - Make sure you leave at least one block O’s width of clear space on all sides of the logo.**



- **Don’t change the proportions of the logo. Place the logo in your document and then drag the corner while holding down the shift key to keep the image from stretching.**



- **Don’t use old logos on your posters. They are no longer supported.**



- **Use our college logo if the work is only in our college. Don’t use two university/college logos on a single piece. If you are working in collaboration with another college, you can use the university logo and list out both colleges. Typically, the logo runs in the bottom left and the college names in the bottom right.**

- **Use a scarlet band at the top to identify OARDC or Extension. Type the name in all caps, with the text in white ie., OHIO AGRICULTURAL RESEARCH AND DEVELOPMENT CENTER. No “The” in front of the name. If your piece is black and white, the band can be black.**

- **Scarlet and gray are our signature colors by which our audiences identify us as Ohio State. Incorporate them into your materials to tap into that powerful recognition and connect with our brand. To ensure consistency and protect our signature colors, be sure to use the proper specifications and not just the default red in your program. Get the formulas on the brand site: cfaes.osu.edu/brand/color.**

- **Use a png version of the logo if you’re going to be placing it on a colored background. The logo should never appear with a white box around it.**

Questions? Comments?
Email Kim Brown at brown.3384@osu.edu.

