

Instructions for designing a poster

A poster is a document that can help you to communicate your research at the 2013 University-Industry Innovation Conference. A poster is generally composed of a short title, an introduction to your burning question (or the problem you address), an overview of your novel approach to address this question/problem, your results and some insightful discussion of the results. You might also add references to already published articles important to your research as well as acknowledgements of assistance. Text should be kept to a minimum on a poster so that a person could fully read your poster in about 5 minutes¹.

If you are not yet an expert in designing posters, we strongly recommend to have a look at already existing articles helping you to create a poster which generate the results you are looking for – interest in your research and new contacts to exploit after the conference.

The following links refer to documents and websites helping you to design your poster:

<http://www.uwex.edu/ces/tobaccoeval/pdf/postertips.pdf>

<http://www.bandwidthonline.org/pdf/MessageDrivenPoster.pdf>

http://www.bandwidthonline.org/pdf/SCP_DevelopingPosters.pdf

http://www2.napier.ac.uk/gus/writing_presenting/academic_posters.html

Template:

The poster has to be created in the format of 1189 x 841 mm and can be landscape or portrait. We created a Microsoft PowerPoint template which you can use to create your poster, however, feel free to adapt the design or create your own. Of course, you can also use other software programs such as Adobe Photoshop, Adobe InDesign to create the poster.

Deadline:

Please send your poster in PDF format by April 20, 2013 at the latest to the following address:

conference@university-industry.com

If you have any questions, please do not hesitate to contact us at the above email address.

¹ Adapted from Colin Purrington (2013) Designing conference posters, Accessed 11.01.2013, <http://colinpurrington.com/tips/academic/posterdesign>