

Designing Your Research Poster: Tips and Best Practices

Getting Started

- Check the conference guidelines for size requirement before designing your poster.
- Before starting the design, use a pencil and paper to create a basic layout of your content. This will help determine how many columns you will need and placement of your images.
- Contact Medical Media Services (graphics.mms@jefferson.edu) for a template.

Designing in PowerPoint

- PowerPoint is the best choice unless you have experience using Adobe Illustrator or InDesign.
- It is best to work 50% of your final print size. PowerPoint has a max page size of 56" which can be problematic if you need to increase the page size to accommodate your content.
- Keep the font sizes consistent.
- Avoid using drop shadows, transparencies and other effects. These look OK on screen but often print poorly.
- Avoid web graphics since they will print poorly when scaled and printed. To determine the print quality of your images zoom in 200-300% on your poster layout. If the image is blurry or pixelated, replace it if possible.

See: [*Using Images in Conference Posters and Presentations: Best Practices.*](#)

Let Medical Media Services Help

- If you become frustrated, or are short on time, we will be glad to design your research poster. Please contact us for an estimate on cost.
 - Turnaround is 2 days if you are designing your research poster and need us to print.
 - Turnaround is 5 days if we are designing and printing your research poster.
- We can print on satin photo paper and foldable fabric.
- Most clients provide a departmental charge code for payment but we also accept personal checks and cash.

Do you have questions about designing a poster?

[Contact Medical Media](#) or Graphics.mms@jefferson.edu

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