

MASSURC 2025



**How to design
your research
poster for the
MassURC!**

Introduction to

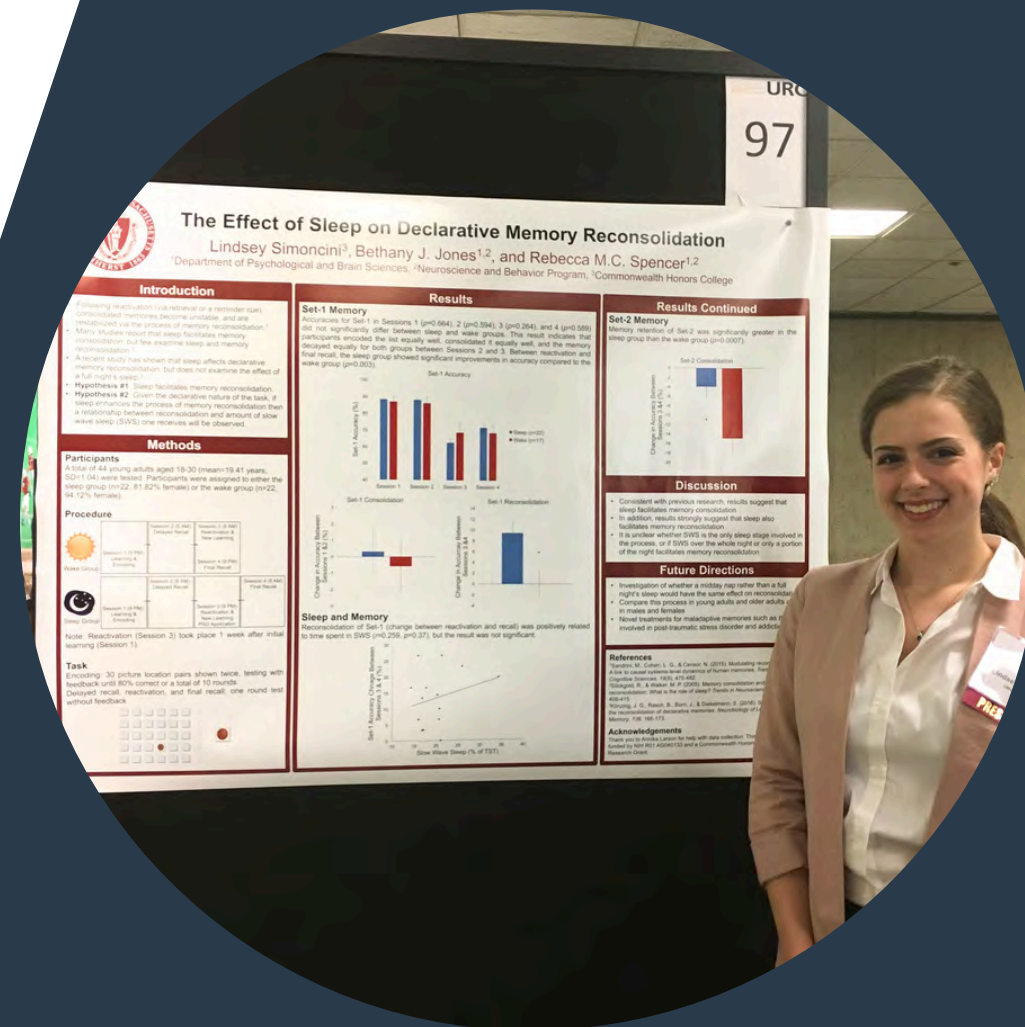
RESEARCH POSTERS



WHAT

IS A RESEARCH POSTER?

- Posters are a popular method of presenting research findings in a concise and visually pleasing format
- On the conference day you will stand by your poster during your presentation slot, showcasing your work to those walking by and allowing you to have a direct and engaging connection with your audience
- Posters generally consist of: concise text, tables, graphs, images, and various formats of data

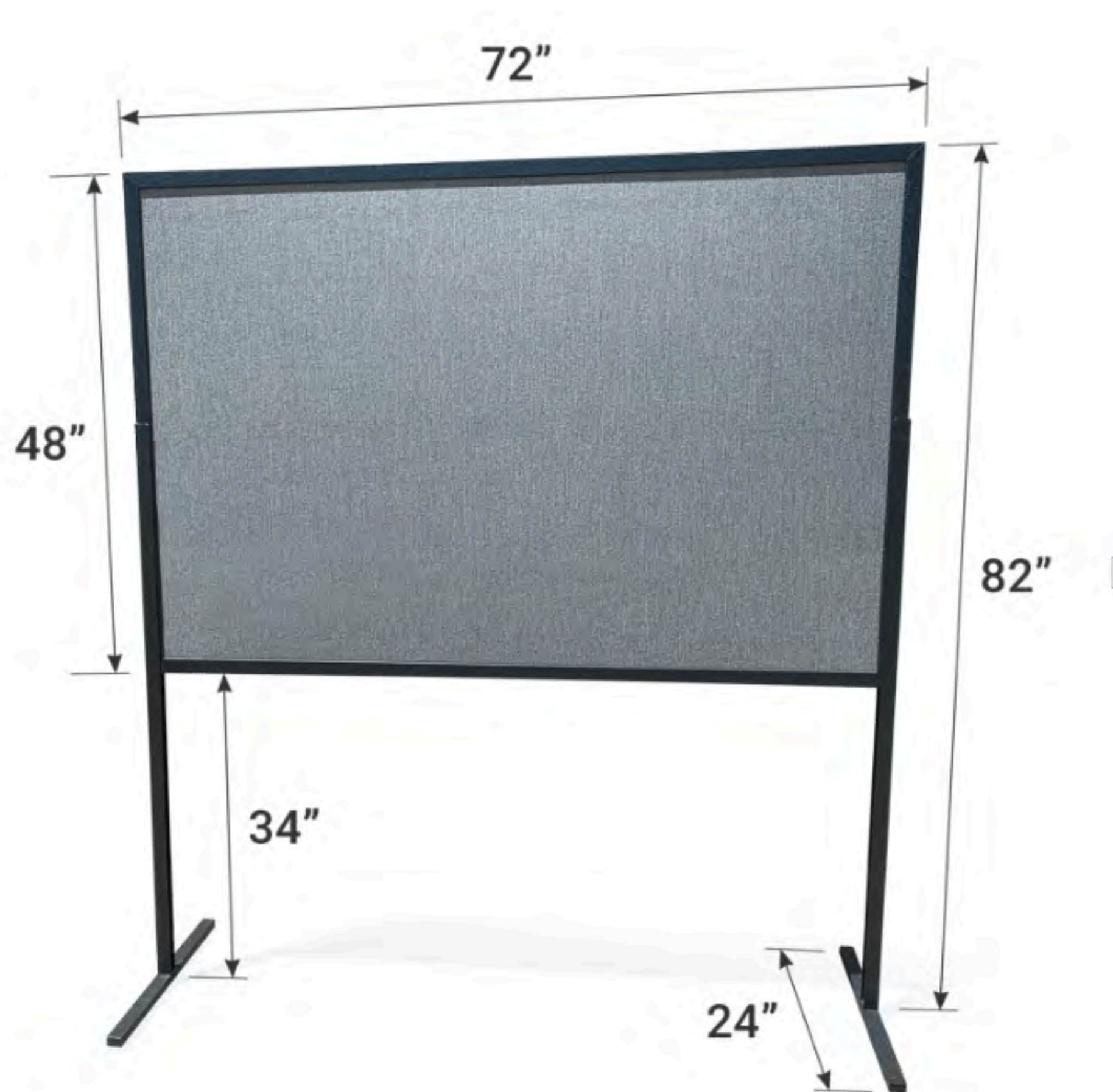


GUIDELINES FOR

MASSURC 2025

- MassURC will provide 48 inches x 72 inches (four feet by six feet) poster boards and pins for display
 - Your poster can be any size up to 4' x 6'. It is not expected to be the same size as the poster board we provide!
- Every participating student must designate a **Faculty Sponsor** who will review and approve their research materials, including the abstract and poster presentation
- Students have the option to present individually or in small groups

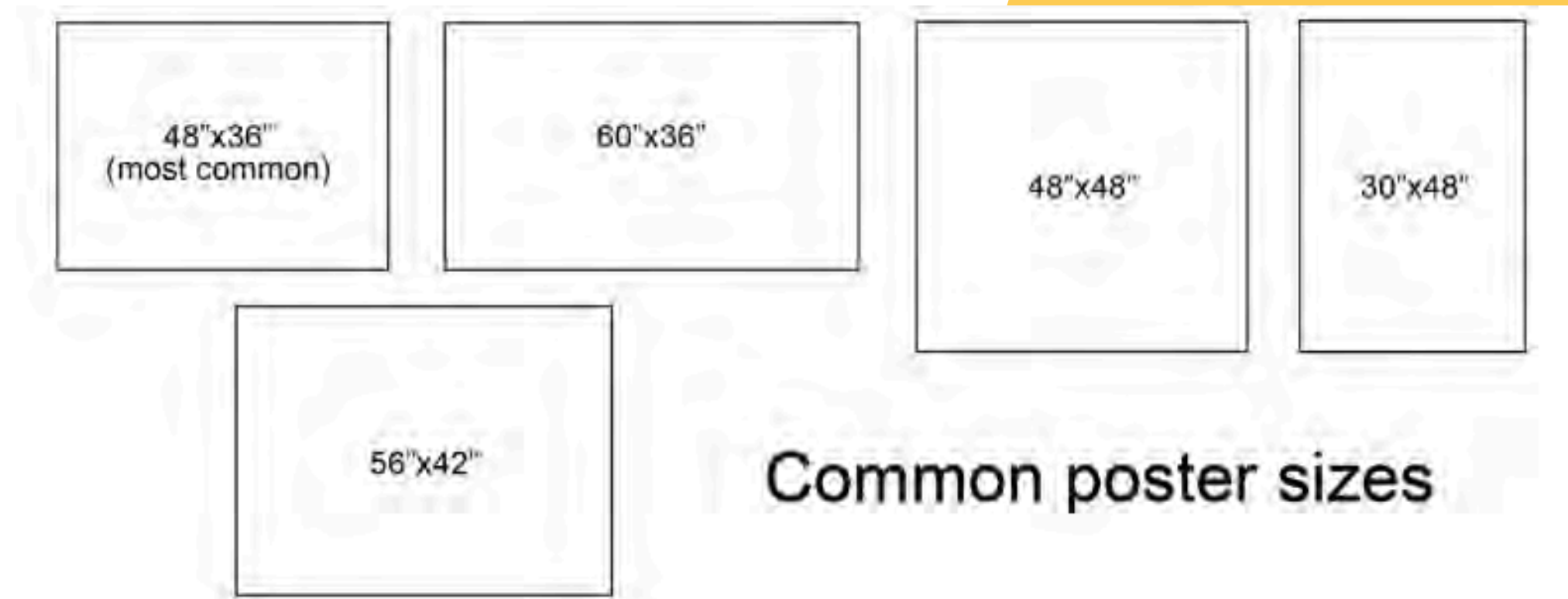
Here is what the poster board provided looks like:



POSTER SIZE

RECOMMENDATIONS

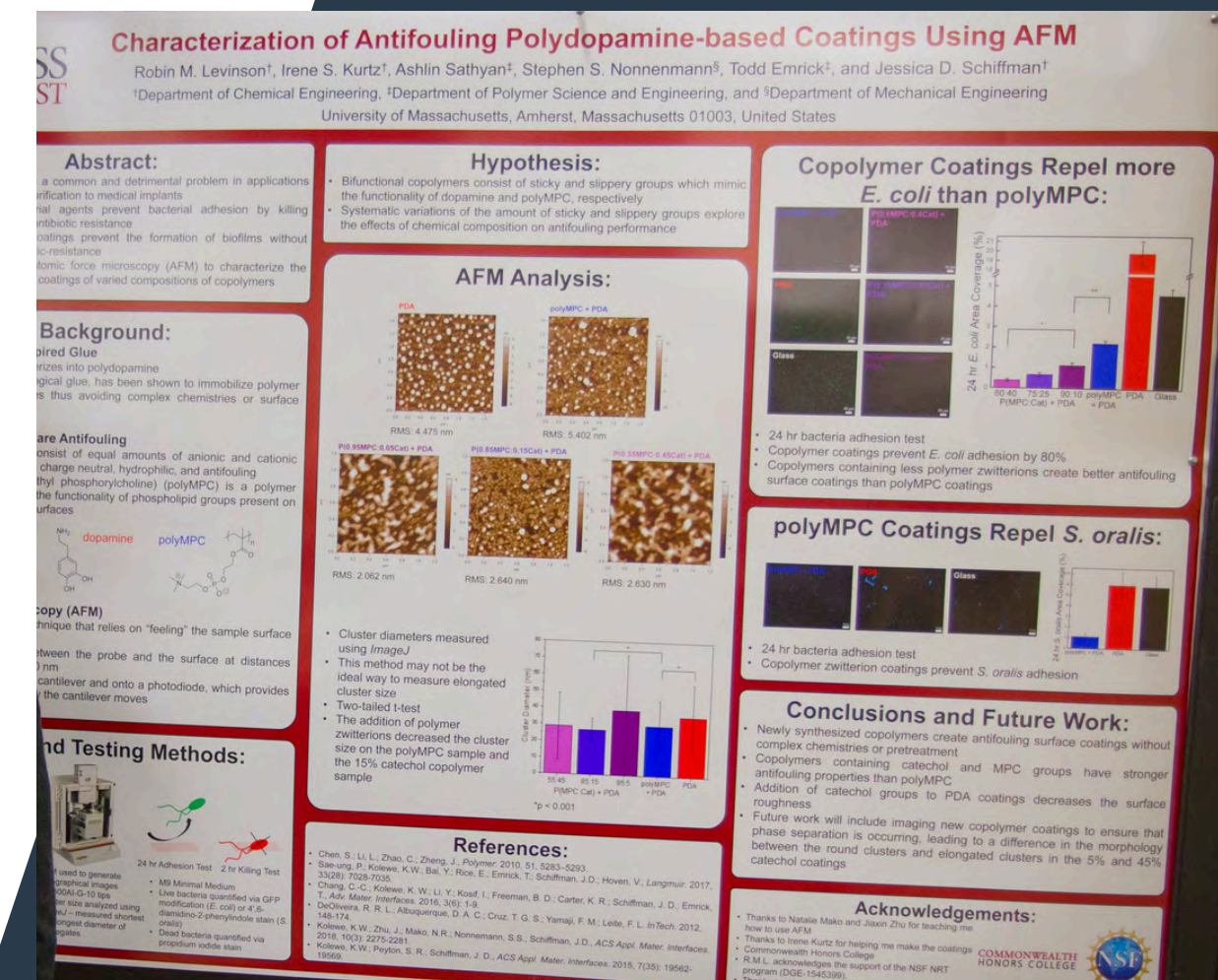
- We don't have one suggested size for conference posters.
- Here are some size recommendations:
 - 48" x 36" (most common)
 - 60" x 36"
 - 48" x 48"
 - 30" x 48"
 - 56" x 42"



WHAT MAKES AN

EFFECTIVE POSTER?

- Ensure that crucial information is legible from 10 feet away
- Have a concise and attention-grabbing title
- Include your **acknowledgments, name, and institutional affiliation**
- Use a mix of text, tables, graphs, images, and other formats to summarize and convey information in a succinct and appealing way



Designing your

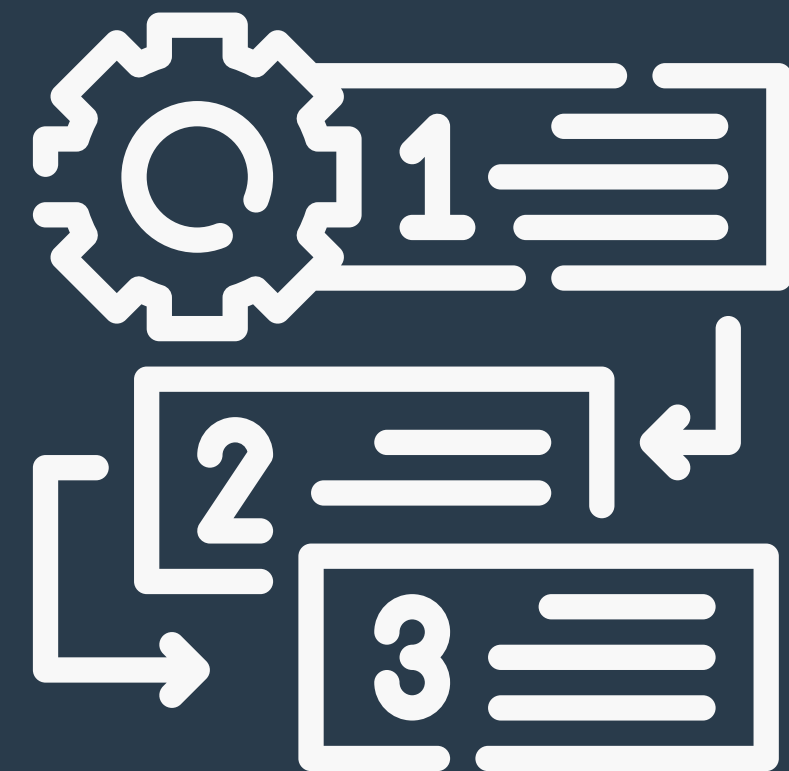
RESEARCH POSTER



ORGANIZE

YOUR CONTENT

- Make sure to format your title according to Chicago, MLA, APA, or the appropriate style guide for your discipline
- Make good use of headings and subheadings; be sure to organize your content into sections such as “Data”, “Results,” “Key Findings”, for example
- Use bullets and numbering to summarize information and methods utilized
- Arrange your content in a logical order, following the flow of your research process
- Maintain a clean and consistent layout and color scheme throughout the poster



RECOMMENDED

COMPONENTS

- **Provide background:** Make sure you include a section that provides relevant background information that someone unfamiliar with the research field or topic might not know on their own
- **Highlight your research question:** State your research question clearly, so that others understand what exactly you want to achieve with your research
- **Describe your methodology:** Explain the methods and procedures you utilized throughout your research process in a concise and thorough manner
- **Visually convey results/takeaways:** Use tables, charts, and graphics to visually display important information to others

Design Considerations:

- Ensure a good balance of content and white space. Crowded posters can be overwhelming to look at
- Leave sufficient margins around the edges for a clean look

Incorporate
ACCESSIBILITY



WHY ACCESSIBILITY

MATTERS:

- Your poster is a visual representation of your research, and making it accessible involves choosing design elements that are clear and easily understandable.
 - This ensures that your research reaches the widest possible audience!

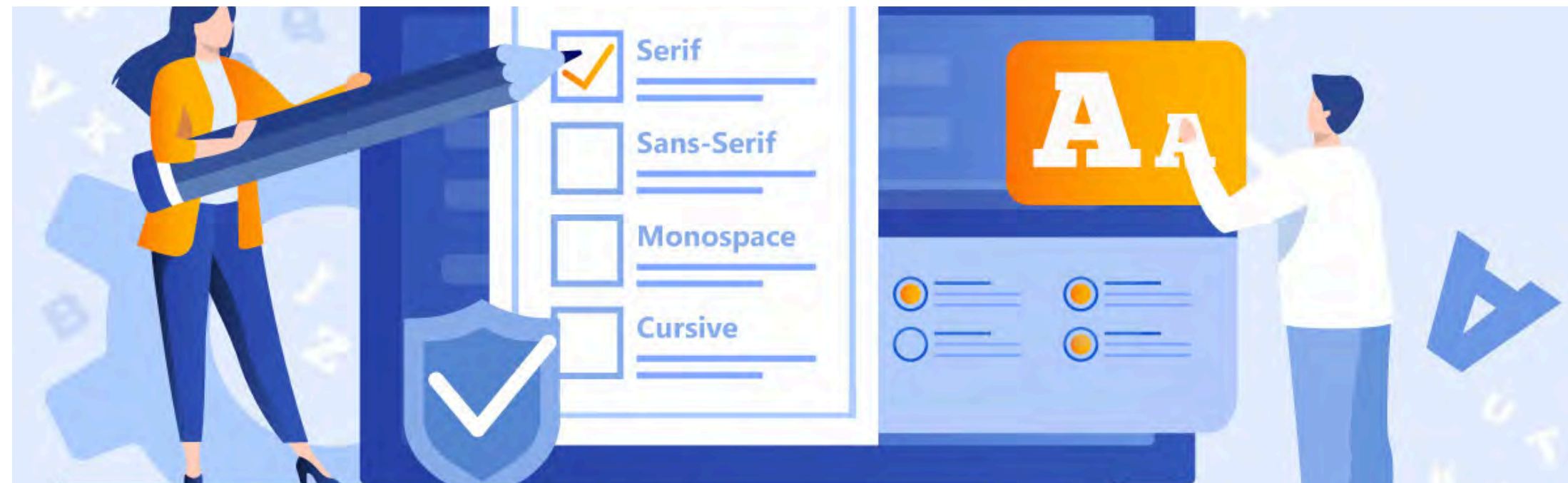


DESIGN TIPS TO CONSIDER TO

ENHANCE READABILITY:

Fonts:

- Recommended: **Sans-serif fonts** such as Arial, Gill Sans, Helvetica, and Verdana for body and heading text.
- **Serif fonts** such as Times New Roman and Garamond are recommended for headings only.



DESIGN TIPS TO CONSIDER TO

ENHANCE READABILITY:

Text size:

- Bigger is better!
- Recommendations:
 - Main title: 72 point (minimum) - 158 point (ideal)
 - Section headings: 42 point (minimum) - 56 point (ideal)
 - Body text: 24 point (minimum) - 36 point (ideal)
 - Captions: 18 point (minimum) - 24 point (ideal)

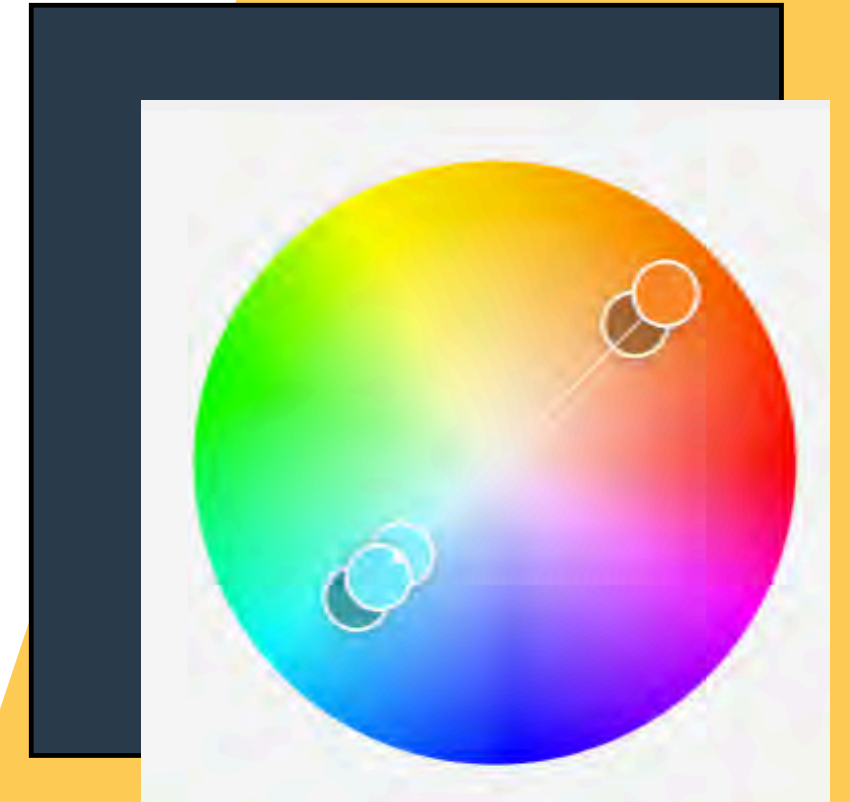


DESIGN TIPS TO CONSIDER TO

ENHANCE READABILITY:

Colors:

- Ensure sufficient contrast between the text and the background.
 - **Color Contrast checking tool** is linked on the MassURC Hub!
- Avoid relying solely on color to convey meaning. Instead, use patterns or shading in addition to color on charts, graphs, illustrations, and maps where color differences are intended to convey information.
- For more design tips, [click here](#)



CONSIDER YOUR

VERBAL COMMUNICATION

Why it matters:

On the day of the conference, you will be walking attendees through your research verbally. By considering accessibility, you guarantee that your spoken explanations are inclusive and contribute to a clear and coherent understanding of your work for everyone in the audience.

Tips to Consider:

- **Clarity:** Speak clearly and at a moderate pace to aid understanding for all attendees
- **Inclusive Language:** Use language that is inclusive and avoids jargon, making your research accessible to a diverse audience
- **Descriptions of Visuals:** Describe visuals to assist those with visual impairments, provide detailed descriptions verbally for any visuals you may have included

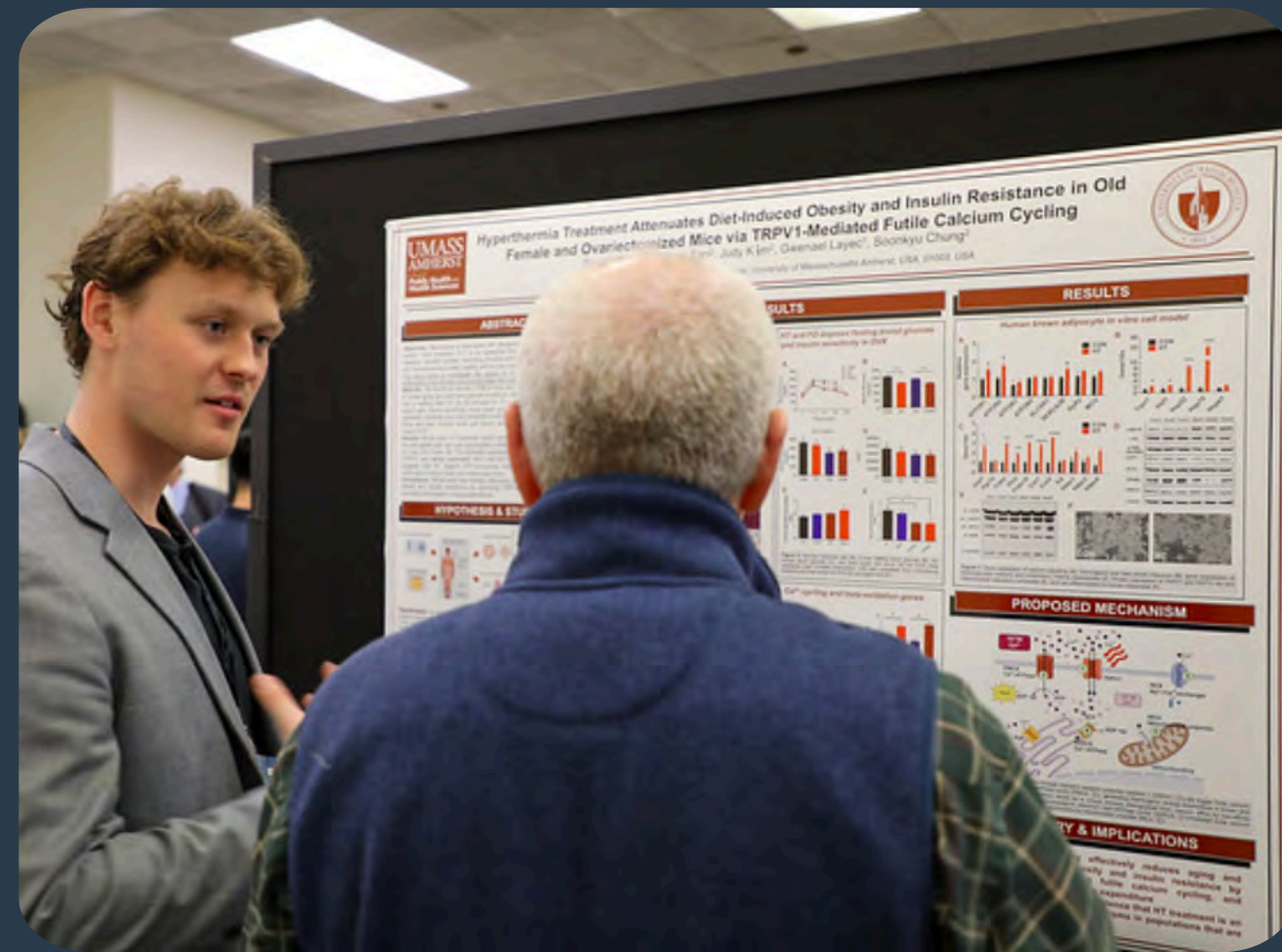
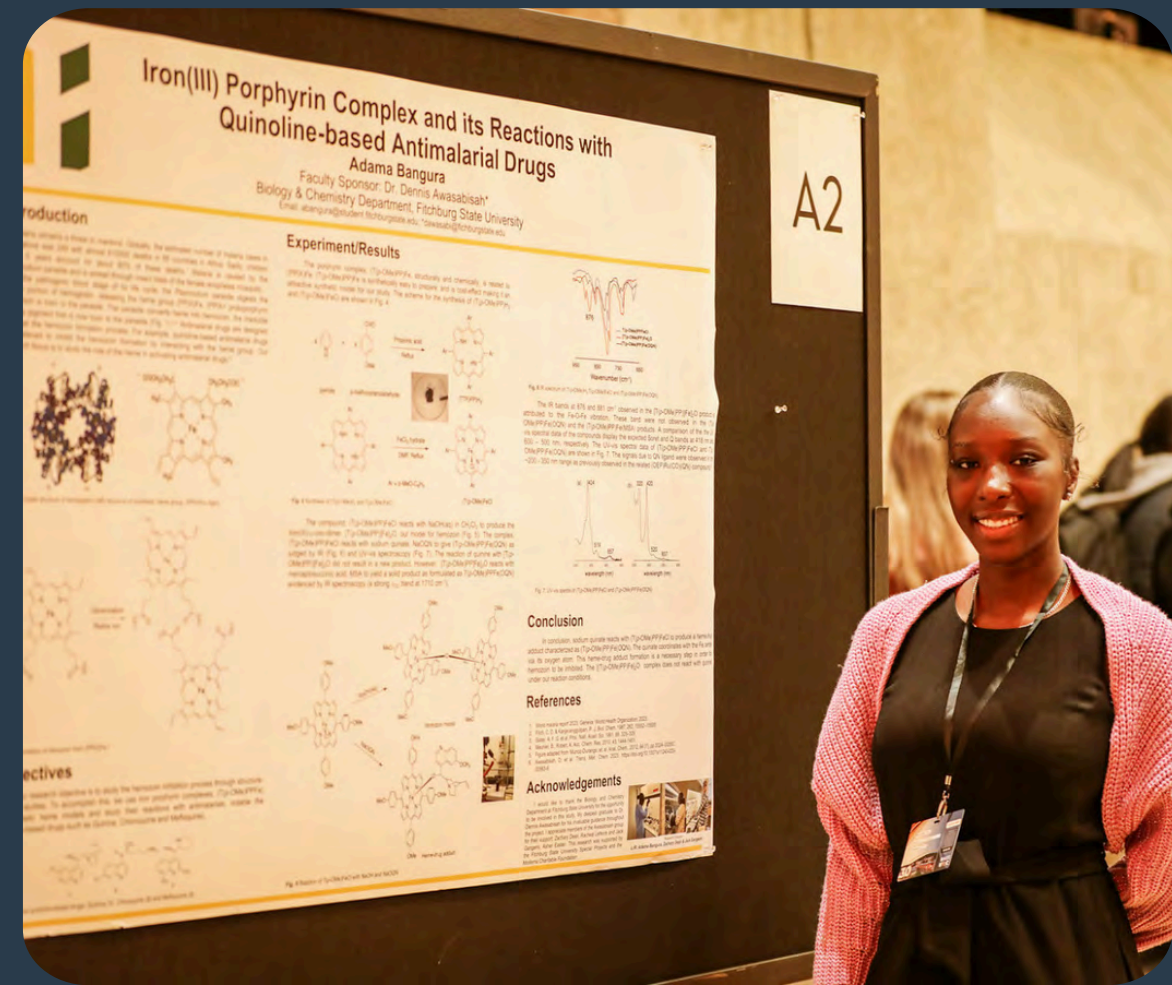
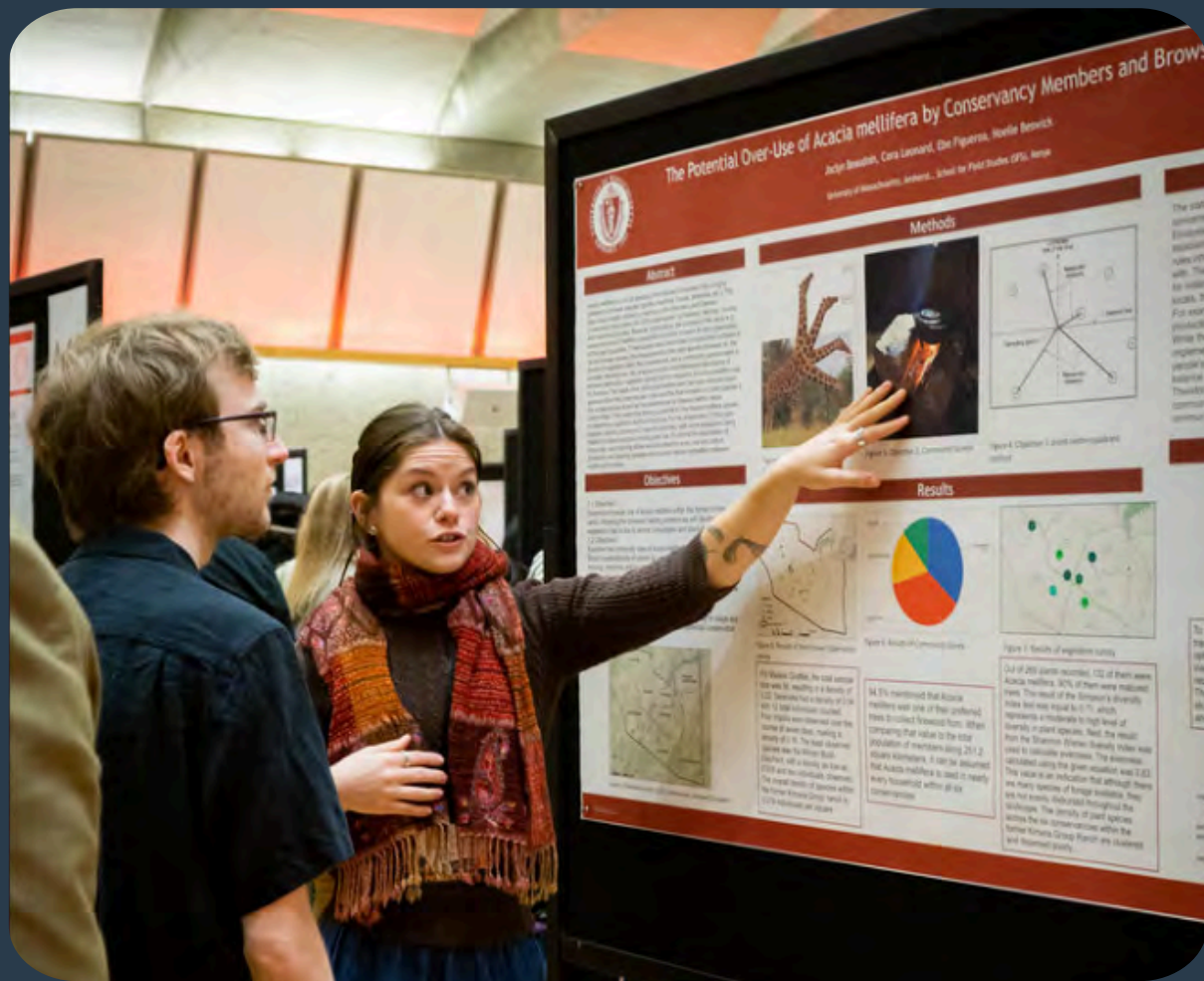
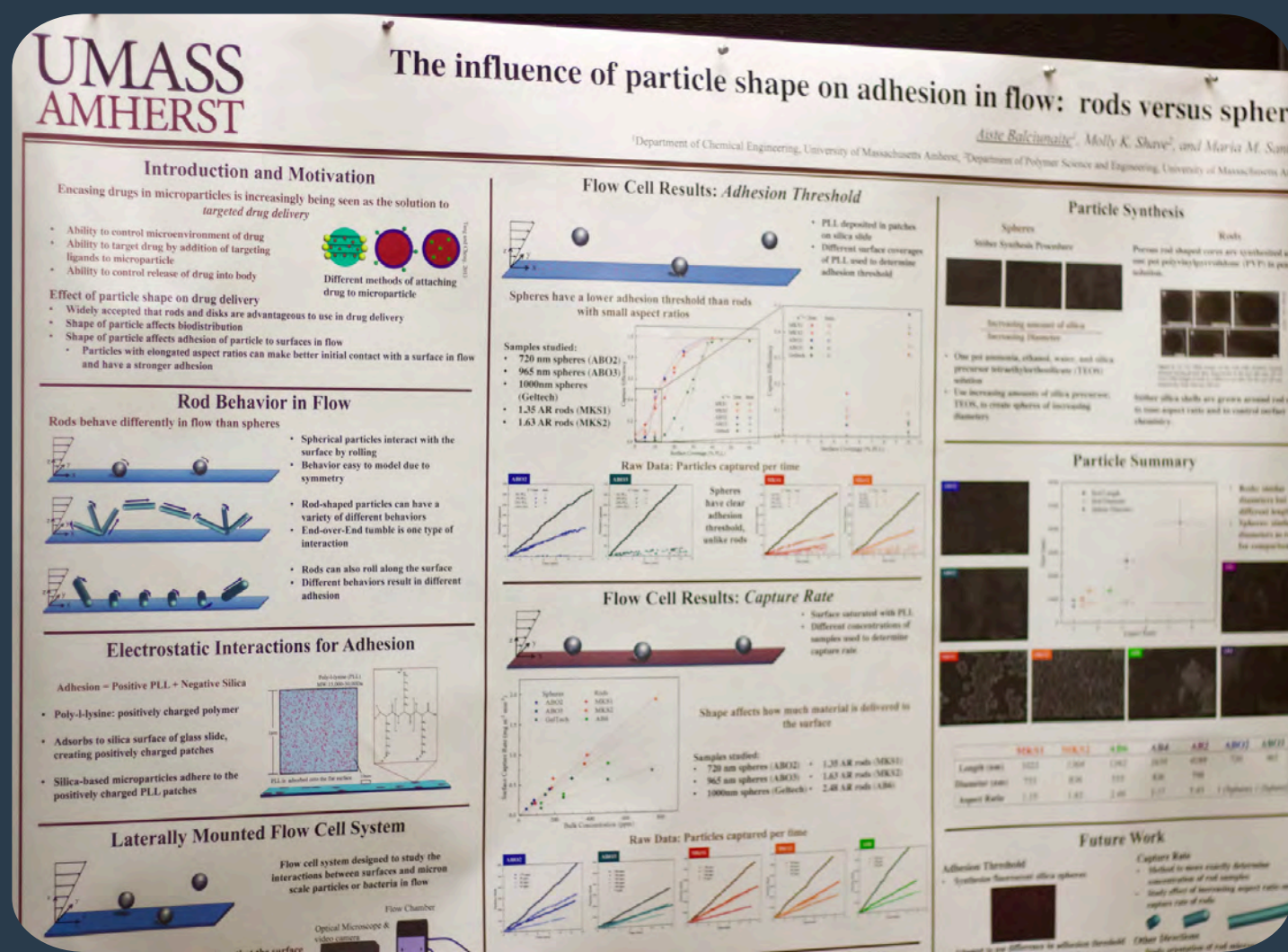
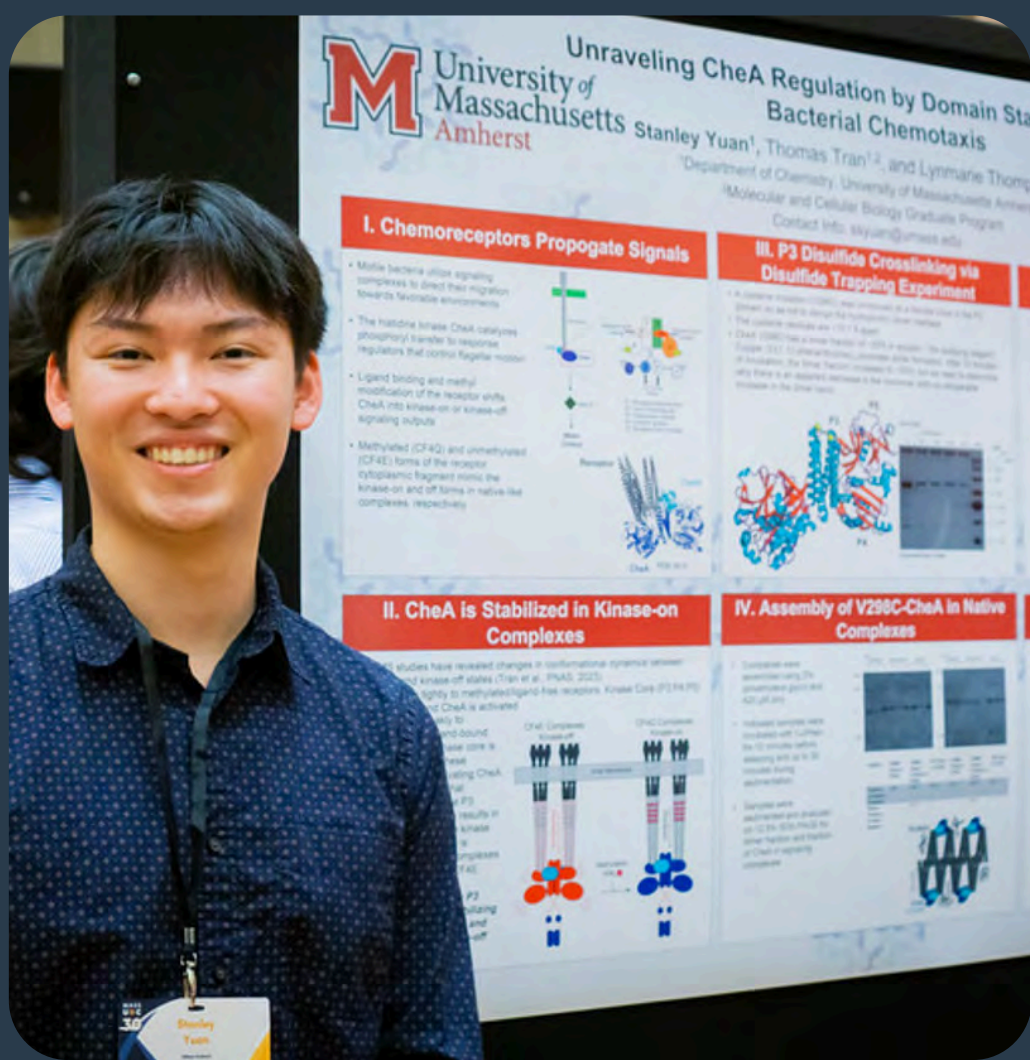
LAST MINUTE TIPS!

- You will likely be explaining your work to a lot of people. Prepare a short “elevator pitch” that consists of a concise verbal summary of your research process and results so far so that you have one ready to go!
- If you want to bring extra “props” or components of your research outside of your poster, you can do so
 - You can make a request for a small table to display through the accommodations form on the MassURC Hub, but we cannot guarantee that we will be able to provide it
- If you have any friends, family, or other guests that you would like to invite to the conference, they can fill out the guest check-in form that is available on the MassURC Hub!

Research Poster

EXAMPLES

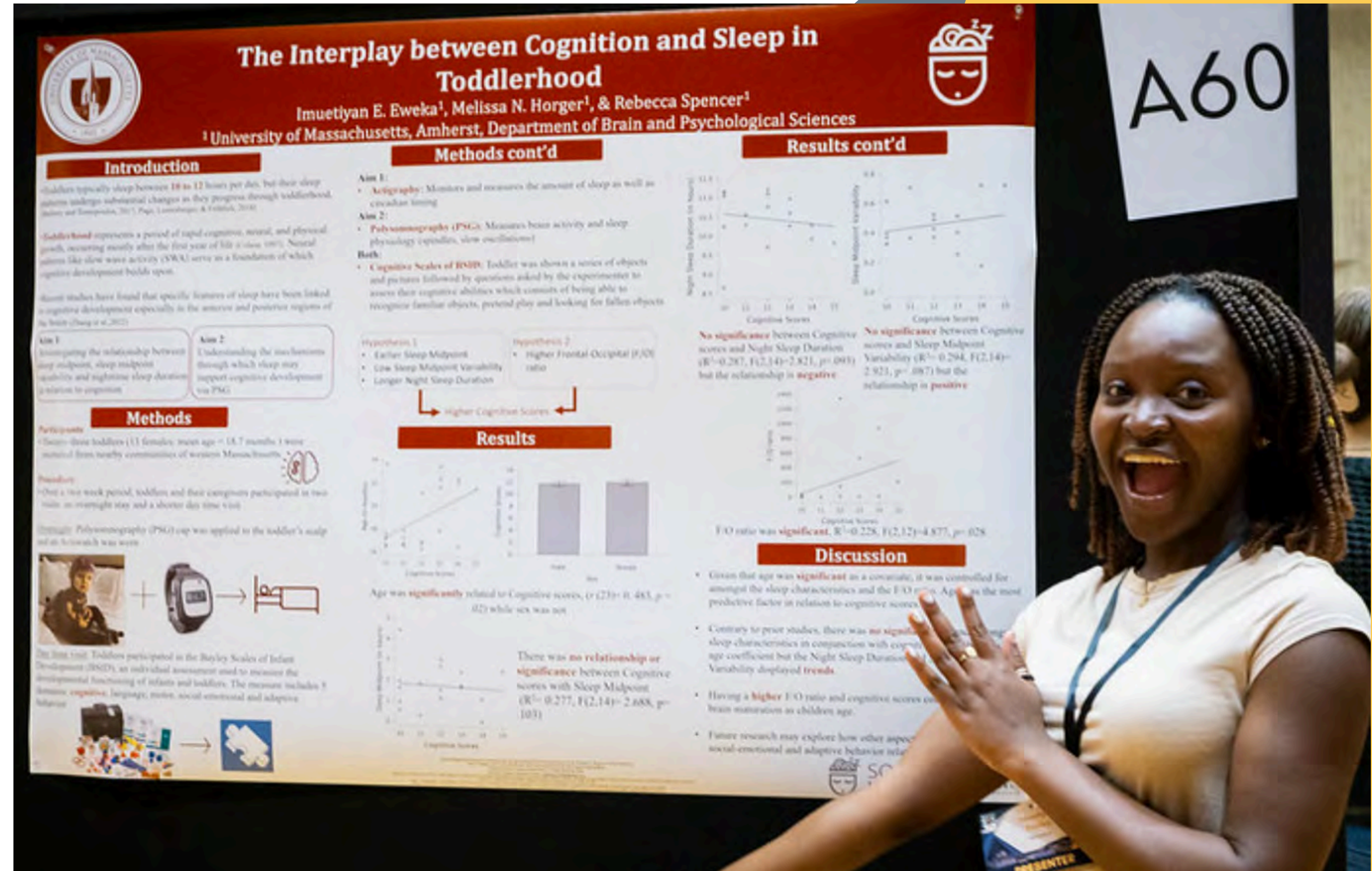




POSTER

EXAMPLES

- [Follow this link to see more examples of posters](#)



Reminder:

PRESENTER RESOURCES



POSTER RESOURCES

- [Example Posters](#)
- [Color Contrast Analyser](#)
- [WebAIM Contrast Checker](#)
- [Guidelines for Creating Accessible Printed Posters](#)
- [Poster Tips for Humanities Conference Posters](#)

The screenshot shows the top navigation bar of the University of Massachusetts Amherst website, featuring the text "University of Massachusetts Amherst" and links for "Visit", "Apply", "Give", and "Contact Us". Below this is a "Home" button. The main content area is titled "Welcome to the MassURC Hub!" and contains a central logo for "MASS URC HUB" with "MASS" in a blue box, "URC" in a yellow box, and "HUB" in three blue boxes below. The logo is flanked by two photographs of students at a poster session. Below the logo, a paragraph of text reads: "We're excited for your interest in the 30th Massachusetts Undergraduate Research Conference (MassURC), where students from across Massachusetts come together to present original research in their respective field of study. If you are interested in presenting or are serving as a Faculty Sponsor, please make sure you register to create a user account." A second paragraph states: "The MassURC Hub is where you will register for the conference, submit, revise, and review abstracts. In addition, MassURC Hub will be your resource for live schedules, searching, notifications, and updates on conference day." At the bottom, there is a "To Register" button.

University of Massachusetts Amherst

Visit Apply Give

Home

Contact Us

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To Register



MASSURC HUB

MASS
URC

- One-stop-shop for all MassURC information!
- The **Poster Tips, Color Contrast Checker, and Example Posters** that we've mentioned today will live here!

University of Massachusetts Amherst Visit Apply Give

Home Contact Us



Welcome to the MassURC Hub!

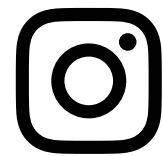
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To Register

CONNECT

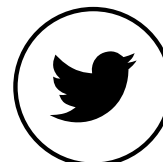
WITH US ON OUR SOCIALS



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<https://honorspaths.honors.umass.edu/massurc>

QUESTIONS?

Still have questions?
✉ [Email the conference team](#)

