

UC Berkeley Department of Integrative Biology

Guidelines for Creating the Cal Day Poster



Event Information

Cal Day will be Saturday, April 21 from 9am-4pm. The IB Honors Poster Session will be from 10am-2pm with students signing up for 2 hour shifts (10am-12pm, 12pm-2pm) with students and posters lined up in the Biosciences and Natural Resources Library (2101 VLSB). You will be standing beside your poster, interacting with the general public that stops by as part of Cal Day. Your audience will not necessarily be subject matter experts in your field.

Poster Requirements

Posters will be printed by the department and must meet the Jacob's Hall size requirements.

- Portrait orientation, 24 inches wide by 36 inches tall (tall and skinny). Sized templates for Adobe Illustrator, InDesign, Google Slides, and Powerpoint can be downloaded here: https://drive.google.com/drive/folders/1K1LsVITQcHy-2qA0RaU-Sp_vZs7mYc6-?usp=sharing or from bCourses. A half-inch margin is needed for all edges. The title should be 70-72 point font while the rest of text should be ~ 36 point font (big, easy to read from a distance). Posters must be exported to PDF format for printing. Please visit the following for more help.
 - PDF instructions: http://glab.cchem.berkeley.edu/glab/posters_prep.html
 - General tips (several links): <http://gradschool.unc.edu/academics/resources/postertips.html>
 - More tips: <http://www.ncsu.edu/project/posters/>
- Reminder: If you don't have a lot of results yet from your research project, don't worry. An explanation of your research project and the data you have produced is sufficient.

Due Dates

- Posters are **due through email to zachestnut@berkeley.edu in PDF format by Thursday, April 12 by 3pm for sponsored printing**. The cost for printing will be covered by the IB department. The cost for posters submitted after the deadline will be left up to the responsibility of the student.
- We encourage you to have your lab and PI review your poster well before this date.
- **Cal Day: Saturday, April 21**. All students enrolled in H196A or H196B are required to present their poster for two hours at Cal Day. Sign-up for a Cal Day time slot by 3pm on April 6. A registration form will be emailed to all honors students.

Suggestions for Preparing an Effective Poster

1. **Use a high-contrast color scheme.** The background and text colors should contrast one another so that the text stands out, rather than getting lost against the background.
2. **Less text is better!** Keep the text to a minimum and use “text bytes” rather than long paragraphs to explain your work. Few visitors will want to read long sections, so don’t overwhelm them with text!
3. **Avoid clutter.** A simple visual presentation is better than a poster with too much “stuff.”
4. **Pictures are good!** They provide visual interest and visitors like to see photos of animals and “action shots” of students doing research.
5. **Compartments make things manageable.** Dividing your poster into distinct sections using borders or rectangles of different colors helps break the poster into more manageable “bytes” for readers.
6. **Design a logical flow of information.** Whether you physically divide the poster into subsections or not, you should arrange the different sections of the poster in a logical way so that it’s easy for readers to move from one section to the next. You may even want to number the different sections (e.g., 1: Introduction, 2: Methods) to help guide them around the poster.
7. **Have some fun!** This is an important forum for presenting your research to the public and you should try to inject some of your enthusiasm for your work into the poster and associated talks with the public.

Additional Comments

- Several of you asked about authorship. This is your honors research, so you should be first author! It would be typical to acknowledge the contributions of your faculty sponsor by making them second author. If you have worked closely with a grad student or postdoc (more closely than with your faculty sponsor), you may want to make them second author and put the faculty member third.
- For a lot of professional posters, it is standard to put a small picture of yourself in the upper right corner, next to the title. That’s a good way to let visitors know who you are and it helps to personalize your poster.