Business Student Research Showcase
Poster Guidelines

Objective

A poster presentation is a valuable opportunity for authors to present their research or understanding of a topic in a concise format. Poster presentations are usually paired with brief explanations (approximate 3 minutes). During these posters presentations, authors meet with interested attendees for in-depth technical discussions.

Poster Requirements

The Business Student Research Showcase competition welcomes NJCU students to display and discuss their posters. To be considered for first, second, or third place awards, posters must adhere to the following criteria:
- Size—at least 3 feet by 2 feet (36 inches by 24 inches) and no more than 4 feet by 3 feet (48 inches by 36 inches)
- References—an appropriate number (minimum of five) of references/citations in APA format (https://owl.english.purdue.edu/owl/resource/560/01/)
- Quality—professional quality using Microsoft Publisher (or other software of your choice)

Suggestions

A successful poster
- Attracts attention;
- Provides a clear overview of your work;
- Shows enough material to explain the research without an oral explanation; and
- Initiates a discussion without overwhelming the audience.

Helpful Points

- Students may use laptop computers (without audio) to run demonstrations and display additional information or illustrations. Cell phone connections and other equipment are not allowed.
- Keep content simple. A poster is a visual communication, not a manuscript. The viewer should be able to easily identify the primary concepts of the project without wading through a lot of text or complex formulas. Identify 3 or 4 main points or concepts to communicate.
- Present text in bullets points or small chunks that are broken up by subheadings. Use at least [28-36] point bold font (e.g. Arial or Helvetica) for headers and [18-24] point font for text.

- Present information in columns. Arrange material in a logical sequence, from left top to bottom right. Three columns is a good target for posters.
- Offer a balanced mix of text and graphics. Too many words will result in people glossing over or simply bypassing your poster. A good rule of thumb is 50% text and 50% graphics and photos.
- Avoid acronyms and jargon. Simple language is best.
- Avoid dark colored backgrounds. Use light colored backgrounds with black or very dark colored text. Graphics should similarly provide a stark contrast to be readable.
- Use simple graphics. Charts, drawings and illustrations should be limited to a 2-3 color palette. Visuals should be large enough to be comfortably read from feet away.
- Provide author name(s) and/or acknowledgements to give credit to those who have done the work.
- Prepare a brief (up to 3 minutes) oral presentation for delivering to small audiences gathered around the poster.