

How to Make and Present a Poster

How to Make a Poster

- PowerPoint, Canva, Adobe Illustrator
 - User-friendly tutorials on YouTube
 - Templates online, CWU website
 - CWU LibGuide for Creating Effective Posters [^]



Design & Content

- Use CWU brand colors.
- Review size/dimension limitations of the conference.
 - SOURCE permits posters up to 48" x 36" in size.
- Text should be readable from a few feet away.
 - Minimum 24pt font, Title- 50pt+ font
- Only include important and relevant content.
 - Don't crowd the poster with information or busy images.
- Ensure images are scaled correctly for printing.

Working With Your Mentor

- Communicate and check-in with your mentor throughout each stage of your project.
 - Use their preferred contact method.
- Review your poster content with your mentor.
- Ask others to review your work as well.
- Don't hesitate to reach out to faculty—they are here for you!

How to Present

Preparation

- Print your poster at least one week prior to your presentation!
- Practice how you will present!
- Wear professional attire.
- Try to loosen up prior to presenting.
 - Stretch, make a power pose to build confidence
- Anticipate questions about your project and prepare answers.
- Create a supplemental handout (optional).

Presentation

- Make eye contact.
- Speak slowly and enunciate words.
 - Speak with confidence and project your voice.
- Minimize nervous ticks—fidgeting, saying “um,” etc.

Audience

- Adapt to the audience.
- Engage and interact with the audience.
 - Greet them, ask about their day.
 - Thank them for coming!



Scan here for the CWU brand site and additional branding resources (CWU colors, fonts, etc.):

