**Useful Tips and Recommendations (Optional)**

If you were unable to attend LSU’s “How to Create a Research Poster” workshop, you may find the following suggestions useful in creating a poster that displays well when printed:

1. Use Sans Serif fonts for your title, headings and subheadings (e.g. *Arial* or *Helvetica*). For the body text, both Serif (e.g. *Times New Roman*) and Sans Serif fonts will display well on a poster. Avoid using unprofessional fonts like Comic Sans and avoid using more than 3 fonts in your poster.
2. Avoid using small fonts. It is recommended that the font size be no smaller than
   * 100-120 pt. for your title.
   * 40-60 pt. for you headings and subheadings.
   * 32 pt. for your body text.
3. It is recommended that 40% of your poster be of white space (also known as negative space), i.e. space that is free from text, images or any content. Keep in mind that if there is too much text on your poster, it will likely be too intimidating for your audience. This is why it is good to design your poster the same way you would design a PowerPoint presentation: use bullet points instead of big blocks of text.
4. The structure of the poster should be clear to your readers. In English, the logical order is to move from left to right and from top to bottom. It might be helpful to think of your poster as telling a story: your layout should follow the flow of your argument. Consider how you plan to build up your discussion and the main points (the subheadings) you will use. Use clear labels for your sections.
5. If the content of the “Works Cited” or “References” section is long, you may want to create a QR code that allows your audience to access your list virtually, instead of displaying the full list on your poster. You can easily do this by:
6. creating a PDF file with the full list of cited works.
7. uploading the PDF file on a Google Drive account.
8. sharing the PDF file with others and getting “a shareable link” that “anyone with the link can view”. This is possible through the drop-down menu that appears by right-clicking on the file.
9. shortening the link through [Bitly](https://bitly.com/) or a similar online website.
10. creating the QR code through [QR Code Generator](https://www.the-qrcode-generator.com/) or a similar online website.
11. For a video tutorial that explains steps 2-5, please [click here](https://www.youtube.com/watch?v=vAM2ZELoTd8).