Possible Formats
There are multiple formats you can use to organize the information on your research poster. Some formats provide lots of information and written text, some provide a brief overview of methods and results with few words, and some fall somewhere in the middle. It’s important to note that we are not advising you to choose any particular format over the other—we’re just providing options for you to consider.

- An overview of four different possible poster formats:
- A video that explains the traditional information-heavy poster format:
- Two videos that explain an alternate format that focuses more on brevity than detail:
  - How to create a better research poster in less time (#betterposter part 1):
  - #betterposter part 2:

Explanations
Once you have a sense of how you’d like to organize your poster, check out these two resources that go into more detail about the specifics of poster creation like font sizes, organization, and how you can present your poster verbally during the poster session.

- A shorter, introductory explanation from Crossroads called Research Posters 101:
- A longer, more detailed explanation from the National Library of Medicine:

Logistics and Design
Now that you know your general format and some design specifics, these resources provide guidelines for finishing touches like images sources, templates, and color choices. For anyone affiliated with The University of Alabama (faculty, staff, or student), the final links provide access to UA’s college logos and official colors, should you choose to use them (you are not required to do so). Presenters not affiliated with UA are encouraged to use the branding and colors of their organization or university.

- A LibGuide from Yale University that contains multiple pages, including “The Basics,” “Alternative Designs & Templates,” “Accessibility,” and “Logistics”:
- A page from PosterPresentations.com with downloadable templates (the size for this symposium is 36” x 48”, so make sure your template matches these dimensions):
- UA college logos and official colors
  - https://brand.ua.edu/resources/#colleges-schools
  - https://brand.ua.edu/colors-2/.

Elevator Pitch
It’s good to have a short overview of your poster ready for when someone comes up and asks you to tell them about your research. Here is a guide for preparing an “elevator pitch,” or a 30-60-second speech you can complete during an elevator ride. It’s important to note that while traditional elevator pitches are designed to sell something, which is not the goal of an academic conference, you are still trying to explain your ideas in a concise format and convince your audience that your research is important, which the structure and ideas of an elevator pitch can help you do.

- Create The Perfect Elevator Pitch & Sales Pitch - Best Elevator Pitch Examples & Template (14:00)