

Poster Instructions

The Montana Department of Transportation (MDT) has created this document for research projects that require a poster. With this guidance, we have also created a [checklist](#) and a [template](#) that researchers must use when completing a research poster for MDT.

Please carefully review and follow the presented poster guidance.
Deviations from the instructions must be preapproved in writing by the Research Program. Unapproved deviations from the instructions will cause the poster to be returned for correction and create unnecessary delays.

Poster Goal

- Attract attention.
- Clear overview of research project.
- Provide enough material to explain the research without an oral explanation. AND
- Initiate discussion and questions without overwhelming the audience.

Poster Size and Orientation

- 36" by 48" for MDT use.
- Landscape orientation is preferred.
- Sizes may change based on venue (AASHTO RAC or TRB). But these needs are based on the research project being selected by AASHTO RAC as "High Value Research".

Poster Guidance

Keep content SIMPLE. A poster is a visual communication tool, 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 or small chunks broken up by subheadings.*

- *Use simple language.* Avoid jargon and acronyms.
- *Use MDT brand font and size:*
 - Font: Arial
 - Headers: 44–54 point
 - Text: 24 point
- *Present information in columns.* Arrange material in a logical sequence, from left top to bottom right.
- *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, 50% graphics and photos. The template is set up with three areas for graphics.
- Use a white background with black 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 at a resolution of at least 300 dpi. Visuals should be large enough to be comfortably read from 3 feet away.
- *Provide author name(s), organization logos and/or other acknowledgements* to give credit to those who have done the work.