New #betterposter format for GSA 2023 Annual Scientific Meeting
The GSA Program, Publications, and Products Committee encourage poster presenters to adopt this poster template. See our tips below on how to create a better research poster.

Developed by Mike Morrison (a Ph.D. student in organizational psychology at Michigan State University) to help facilitate communicating research findings with attendees, this format uses less text and is easier to view for people with visual impairments. Watch his video on how to create a better research poster, and then download the GSA Better Research Poster Template.

Poster Development Tips
- Put your main finding/takeaway in very large text in the middle of the poster. Use plain English with clear and concise sentences for easy reading.
- On the right sidebar, include your tables and graphs to use as talking points when someone visits your poster.
- On the left sidebar, include a brief overview of your research in an easy-to-read format (for example Title, Authors, Introduction, Methods, Results, Discussion, and Financial Disclosure).

Font, Background Color, and Line Spacing (these are already set up in the GSA poster template)
- Use a sans serif font in a large size on a contrasting background.
- The ideal size for your main finding is a 150-point font, but at a minimum, it should be at least 72-point font.
- All other text should be in at least 36-point font.
- Use sans serif fonts such as Arial, Helvetica, or Verdana.
- Make sure font colors contrast with the background, such as black text on a white background or white text on a dark background.
- Use between 1.2 and 2.0 line spacing.

Images and Graphics
- In the new poster template, graphs should be for your use only as talking points. Have your research and graphs available in a QR code for those with visual impairment to view at a later time, if available.
- If an image is necessary, include a caption.
- Do not place text over images.

GSA 2023

Building Bridges ❯ Catalyzing Research ❯ Empowering All Ages

Tampa, FL · November 8-12

GSA 2023 Poster Template Example