

## POSTER PRESENTATION KEY GUIDELINES

1. A poster is a *visual* presentation of information and should be designed as such - **do not simply reproduce your written paper in poster format.**
2. It should be understandable to the reader without verbal comment - someone might look at it while you are talking to another delegate.
3. Remember, you are trying to catch the delegate's attention.

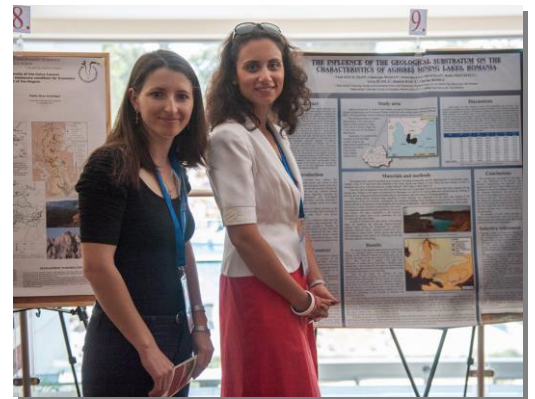
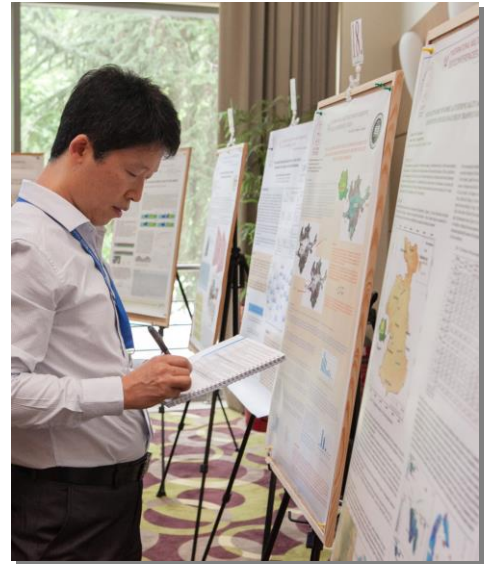
## POSTER CONTENT

- ✓ Make sure **paper title** and **author's name** are prominent and eye-catching
- ✓ It is recommended in your document 'header' to insert the conference name and logo – it would be a nice complimentary gesture to the organizers
- ✓ **Tell a story:** provide clear flow of information from introduction to conclusion
- ✓ Focus on your **major findings** - a common fault is to try to cover too much. Few delegates are going to read everything on your poster, so get to the point.
- ✓ **Use graphs, tables, diagrams** and images where appropriate. Use boxes to isolate and emphasise specific points.



## DESIGN SUGGESTIONS

- ✓ Use all the **space** at your disposal, but do not cram in the content - white space is an important part of the layout, and good use of it can make a poster elegant and arresting.
- ✓ Use **colour** sparingly - limited use of a few colours is more striking than a 'rainbow' approach. Think about why you are using colour; it is especially useful for emphasis and differentiation.
  - Avoid colour combinations that clash (e.g. red on blue) or cause problems for people with colour-blindness (e.g. red and green in proximity).
- ✓ It is recommended **not to use** color background. Use white or muted colour background (e.g. pastel shades, semi-transparent)
- ✓ The **flow of information** should be clear from the layout; if you have to use arrows to indicate the flow, the content could probably be arranged better.
- ✓ Clearly label diagrams/drawings and provide references to them in the text where necessary.
- ✓ **The title text should be readable from 4 metres away** - at least 40-point text.
- ✓ **The body text should be readable from 2 metres away** - at least 20-point text
- ✓ Choose a clear font with large inner space. Good examples are Arial, Verdana, Georgia or Helvetica.
- ✓ **Keep the word count as low as possible.**



## REMARKS

**First, the title of an effective poster should quickly orient the audience.** Here are some guidelines for poster titles:

1. Make the title the most prominent block of text on the poster (either center or left justify at the top).

**Second, the poster should quickly orient the audience to the subject and purpose.** One good test is whether the audience recognizes the subject and purpose within 20 seconds of seeing the poster.

**Third, the specific sections such as the results should be easy to locate on the poster.**

**Fourth, you should design the individual sections of a poster so that they can be quickly read.**

- Avoid blocks of text longer than 10 sentences.
- Make sure that details on graphs and photographs can be comfortably viewed from 4 metres away.

