

Guidelines for posters: UKLVC 2009

Getting started

Size specifications:

- **Portrait landscape.**
- maximum 1.2m wide x 0.9m high (A1 size)

Tip: Your institution may have media/audio-visual services available to print and laminate your poster using high-quality materials. They may also have PowerPoint templates specifically for creating large format posters. Either way, you may wish to design and generate your poster in PowerPoint and go from there.

Transport: Invest in a mailing tube or portfolio case for transporting your poster.

Designing Your Poster

Layout: Divide the contents of your poster into appropriate sections, e.g.:

- Header: including title, author, institutional affiliation
- abstract
- methodology
- data
- results
- conclusions

Think visual! As much as possible, use visual aids rather than text to communicate ideas. Use graphs, charts and/or tables (colour if possible) to show results. Colour is an important tool for making your poster visually interesting and for presenting concepts strategically.

Font: Make sure your poster can be easily read from about 3 feet away; use 28-point font for body text (larger for titles and headings). Use clear, simple, dark fonts for all text. Avoid overuse of capitals, italics, underlining and elaborate or script fonts. Use bold or a larger size of lettering to achieve emphasis.

Colour: Choose a muted background colour for your poster. Ideally, use no more than one or two different fonts for the poster, and no more than three colours. A splash of colour here and there, perhaps highlighting central findings or results, will make your poster stand out.

Be aware of good and bad colour combinations for people who suffer colour-blindness, which affects around 1 in 10 men and 1 in 200 women.

Spacing: Use white space strategically (for aesthetic and conceptual reasons). Filling all available space will make your poster over-whelming to the reader. Use bullet points!

Content: Be concise with your written material. Save elaborative points for verbal discussion and interaction with viewers. For conclusions, focus on a central finding that lends itself to informal discussion.

Presenting Your Poster

Give a brief oral overview: When someone approaches you, provide a brief, clear statement of what your project is about. Then let the audience member ask questions and read the poster and handout. You should be as prepared as if you were going to give an oral presentation, but the goal is to have a more informal back-and-forth exchange.

Be available: Stay by your poster, but give people time and space to view your materials.

Additional materials: Have a notepad handy when presenting at your poster session. It may be helpful in elaborating on your findings, or for taking names & addresses of people interested in your research. Bring handouts and copies of your paper to give to other delegates.

Get to know your audience: Find out who they are and what they're working on. You may make a valuable contact with someone who shares your research interests.

Sources

When drawing up our guidelines, we have used the following resources:

Creating Effective Poster Presentations: by George Hess, Kathryn Tosney & Leon Liegel:
<http://www.ncsu.edu/project/posters/NewSite/index.html>

Poster Presentation of Research Work:
<http://lorien.ncl.ac.uk/ming/Dept/Tips/present/posters.htm>

Poster presentation guidelines from the library material of the State University of NY:
<http://library.buffalo.edu/libraries/asl/guides/bio/posters.html>

IGALA5 - <http://www.victoria.ac.nz/igala5/posters.aspx>

Jeff Radel – Designing effective posters:
http://www.kumc.edu/SAH/OTEd/jradel/Poster_Presentations/PstrStart.html