

## Poster Presentation Guidelines

- Message: Have a single, clear message.
- Presentation: Effectively use graphics, color and layout to communicate your message.
- Readability: A poster should be easily read from 1-2 meters away.

## Poster Making Tips - Content

- In your poster include the following information:
  - Title and Authors
  - Introduction
  - Methods
  - Results
  - Conclusions
  - Literature cited
  - Acknowledgements – people and funding
- Know the audience and shape your poster to address it.
- If you can say the same things in words or with a diagram, use a diagram
- Don't use abbreviations or jargon

## Poster Making Tips - Format

- Use section headings to orient the viewer
- Consider searching online for a poster template
- Make sure the font size is large enough. Some guidelines:
  - Normal text should be no smaller than 20 pt
  - Text in plots and figures should also be at least 20 pt
  - 1000 words is a good poster length
- Use serif fonts for text (e.g. Times) and sans-serif fonts for titles (e.g. Helvetica) and headings
- Use *italics* instead of underlining
- Keeps graphs clean and simple
- Use a dark color for text and light color for the background
- Colors: Be aware that some people are colorblind. You can check your poster for color blind visibility at: <http://www.vischeck.com/>

## Preparing for your Poster Session

- Get feedback from colleagues on your poster.
- Proofread your poster carefully.
- Make sure to finish your poster with plenty of time to print it out.
- Prepare a brief (5 minute) presentation and practice giving it to friend
- Bring along reprints of your work, supporting materials
- Put business cards in an envelope near the poster.
- Bring along push-pins, a pen and correction fluid to correct typos
- Bring along 8.5"x 11" miniatures of your poster

## Presenting a Poster:

- Arrive early
- Stand off to the side of your poster so that you don't block it
- Don't chew gum
- Keep your hands out of your pockets
- Make eye contact with the reader, but let them read.
- Speak to your viewers when you talk about your research
- Expect viewers to stay at the most 5-10 minutes at your poster
- Enjoy talking about your research!
- Thank your viewers for visiting your poster

These tips were compiled from:

Purrington, Colin. "Advice on designing scientific posters." 2005. Swarthmore College. 9 Jan. 2006  
<<http://www.newton.dep.anl.gov/newton/askasci/1993/physics/PHY144.HTM>>.

Poster Presentations. 9 January 2006  
<<http://www.abdn.ac.uk/physics/guide/postadv.html>>.

Ask A Scientist – Physics Archive. 9 Jan. 2006.  
< <http://www.newton.dep.anl.gov/newton/askasci/1993/physics/PHY144.HTM>>.

Block, S. 1996. The DOs and DON'Ts of poster presentation. *Biophysical Journal* 71:3527-3529. <<http://www.biophysics.org/education/block.pdf>>.

Hess, George and Leon Liegel. "Creating Effective Poster Presentations." Effective Scientific Posters. 2004. 9 January 2006 <<http://www.ncsu.edu/project/posters/>>.