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.**
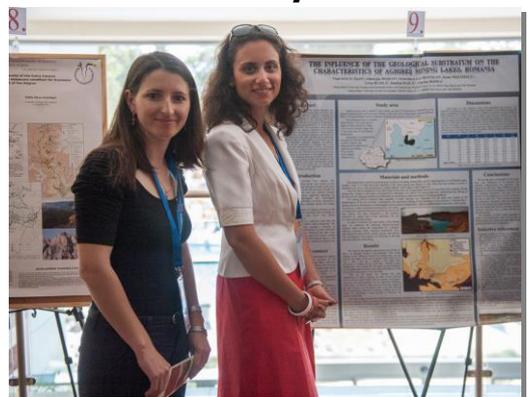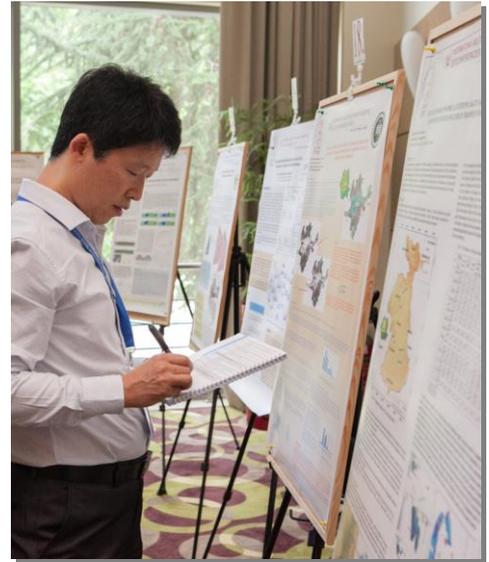
REMARKS

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.