

Poster Presentation Guidelines & Information

Tips for Poster Presentations

Posters should be readable by viewers five feet away. The message should be clear and understandable without oral explanation. The following guidelines have been prepared to help improve the effectiveness of poster communication.

1. **Initial Sketch** - Plan your poster early. Focus your attention on a few key points. Try various styles of data presentation to achieve clarity and simplicity. Does the use of color help? What needs to be expressed in words? Suggest headlines and text topics.
2. **Rough Layout** - Enlarge your best initial sketch, keeping the dimensions in proportion to the final poster (see diagram). Ideally, the rough layout should be full size. A blackboard is a convenient place to work. Print the title and headlines. Indicate text by horizontal lines. Draw rough graphs and tables. This will give you a good idea of proportions and balance. If you are working with an artist, show him or her the poster layout. Ask associates for comments. This is still an experimental stage.
3. **Final Layout** - The artwork is complete. The text and tables are typed, but not necessarily enlarged to full size. Now ask, is the message clear? Do the important points stand out? Is there a balance between words and illustrations? Is there spatial balance? Is the pathway through the poster clear?
4. **Balance** - The figures and tables should cover slightly more than 50% of the poster area. If you have only a few illustrations, make them large. Do not omit the text, but keep it brief. The poster should be understandable without oral explanation.
5. **Topography** - Avoid abbreviations, acronyms, and jargon. Use a consistent font throughout. An 8 1/2" x 11" sheet of paper photostatically enlarged 50% makes the text readable from five feet.
6. **Eye Movement** - The movement (pathway) of the eye over the poster should be natural, down the columns or along the rows. Size attracts attention. Arrows, pointing hands, numbers, and letters can help clarify the sequence.
7. **Simplicity** - Resist the temptation to overload the poster. More material may mean less communication.

The poster-board surface area is 3'8" high and 5'6" wide. Prepare a 6" high headline strip that runs the full width of the poster. Include the title, authors, and affiliations on the strip in letters not less than 1" high. Post a large-typed copy of your abstract in the upper left-hand corner, including the program number (this is found in the Program and may be entered at the meeting). *Bring your own pushpins.*

