

Guidelines for Poster Presentations

Overview of Poster Presentations

- Posters are a special type of presentation. When well designed, they convey important information to a reader to inform them of your thinking and your scholarly work.
- Posters are usually displayed to an audience who is walking through a hallway or exhibition area.
- In poster presentations, the presenter usually stands next to the poster, for a length of time, allowing passers-by to engage in one-on-one discussions with the presenter. The remainder of the time, the poster will stand alone for participants to peruse. Therefore, you are also encouraged to prepare a written handout or longer paper of your presentation for dissemination.
- Posters should be professional in appearance and easy to follow. An effective poster will communicate the most important information about the topic, but simply and clearly.
- You are also encouraged to create dynamic, interesting, colorful and creative posters.

Preparing the Poster

- Poster presenters should prepare posters using illustrative materials such as tables, graphs, photographs, other graphics, and large-print text.
- The use of color is recommended because it enhances readability.
- Posters should be no larger than 30" x 40" (either orientation is permitted) and clearly readable from a distance of 3-4 feet. This means that a minimum font size of 28 point must be used for all text in the poster.
- Handouts containing a summary and relevant illustrations should be available at the poster session. Please bring at least 50-100 copies of your handout and also prepare a sign-up sheet on which participants may request a copy of your handout if your supply is exhausted.
- No audiovisual equipment will be provided for your presentation unless you bring your own laptop. We will provide a table or easel for your presentation.
- **Title:** The title is important, make it a great one. Use a combination of upper and lower case rather than all upper case letters. The title should be easily legible from a viewing distance of 6 feet. The title (as well as the headings) should always be larger than the rest of the text.

Suggested Contents

- **For a Poster Describing Empirical Research**

-Title-Your name-Introduction-Methods-Results-Brief Discussion/Conclusions-References

- **For a Poster Describing a Scientific Paper**

-Title-Author(s) Name(s) and institutional affiliation(s)-Introduction-Methods-Results-Brief Discussion-Conclusions-The Source as well as any other references used in poster-Your name at the lower left of your display

- **For a Poster Describing a Famous Person or Contributions to Your Subject or Conference Theme**

-Title-Your Name-Introduction-A Statement or list of main points as well as pictures- Brief Concluding Comments-References

- **For a Poster Describing a Major Topic or Historical Movement**

-Title-Your Name-Introduction-A Statement or list of main points and possibly some pictures- Brief concluding comments-references

Layout

- Your poster sections or components should be sequential and symmetrical. Make sure you label each section.
- Make absolutely sure there are no spelling and/or grammatical errors.
- Maintain a consistent style throughout your entire poster.
- Never use freehand writing.
- Keep all drawn shapes geometrically perfect. (Use rulers, French curves, and compasses.)

Pictures, Charts and Tables

- A picture says a thousand words. A poster should be interesting and intellectually compelling. Thus, the results or main points should be illustrated.
- Consider pictures, but also schematics, charts, graphs, diagrams, drawings, or even cartoons. (Use cartoons or clip art judiciously as, although sometimes cute, such embellishments sometimes make a poster appear childish.)
- We encourage your creativity and artistic displays, however, within the confines of scholarly work.

The Take-Home Message

- Make sure that your poster has a take-home message that the viewer can recall six months from now. Some presenters make the take-home message their concluding statement.

Additional Web Links on Effective Poster Presentations

- **Designing Effective Posters**
(http://www.kumc.edu/SAH/OTEd/jradel/Poster_Presentations/PstrStart.html)
- **Designing Effective Visuals**
(http://www.kumc.edu/SAH/OTEd/jradel/Effective_visuals/VisStrt.html)
- **Design of Scientific Posters** (<http://writing.engr.psu.edu/posters.html>)