

Tips for Poster Presentations

Posters should be designed for maximum audience impact. The busy audience participant needs to readily identify the information you wish to convey. Be complete but concise, aim to make only three or four points. Reserve detail for handout material.

Guidelines for successful posters require:

- No more than seven words in the title.
- No more than 25 words in figure captions.
- No more than 50 words of text in one location.
- The smallest type on the poster should be at least one quarter inch tall.
- Use an attention-getter near the title. It should be the element with the most visual impact in the whole poster. What stops the passerby can be a photo, map, drawing, graph, or title.
- Discuss only three or four points: do not crowd the information; create logical flow. The poster should contain title, introduction, methods, and conclusion but need not be so labeled.
- Design the poster in panels or components of manageable size. The first panel should contain only the title, author information, introduction and attention getter.
- When doing your rough layout, look at all the illustrations carefully. Do not use one 8-by-10 close-up photo and the rest 8-by-10 far-off shots; the close-up will pull the viewer's eye to its location on the poster.
- Mix drawings, photos, graphs and texts to help prevent big blocks of text and to make the poster more interesting.
- Color: use it to aid viewers and to complement your poster. Use a bright color to draw attention to a point.
- Conference poster board sizes may vary. Confirm poster board size with conference coordinator.
- Posters should be mounted using T-pins or push pins. Do not use Velcro unless specified.