POSTER GUIDELINES

> **First, decide what the clear and easy to read message is going to be…**
> **in other words what is the main finding presented on your poster?   Why should anyone read it? Ensure that the 'hook' is positioned in a prominent position on the poster.**

Remember that:

- Posters are a visual way to let people know in the simplest of terms about your work.

- If people see and remember one visual image relating to one main point on your poster, then you have been successful.

- The objective of a poster is not to explain every interesting aspect of an experiment; it is to show that aspect which is open to presentation through the poster medium.

- With a poster the medium and the message are closely connected. What you did and what the result was should be said in large print, simply and be instantly seen by the viewer.

Some pointers to good layout:

- Keep content clear and easy to read, use a large, sans serif type face.
- Use less information, not more (do NOT fall into the trap of presenting information twice, eg. data in a table AND a figure).

- Ensure that 'The message' ~ 'the hook' – ie the main point that you want to make is the first thing that is read.

- Avoid design for design sake: colour should ONLY be used to enhance the story that you are presenting, not to show off!

- Keep you colour scheme simple – white backgrounds often work best.

- An image (photo, table or graph) can be used to help explain your story – but don't overdo it!

- Logos (maximum two per poster) should be discrete - (ideally 10cm×10cm max.).

- Before printing your poster, proof read, do it again, then get somebody else to do it!

Construction:

- Your poster should be landscape orientation on A2 and laminated.

- Titles should be appropriately sized

- Enlargements through photocopying should be avoided as quality tends to be poor. Likewise be careful when expanding digital images – quality and dimensions are often compromised.

- Divide the poster into sections – title, message, background, etc.

- Make it clear in which order they should be read by numbering (1, 2, 3… or lettering: A, B…)

- Pay attention to presentation – **eg. do not** [Lettering: Appropriately sized (author)] **o occur**.
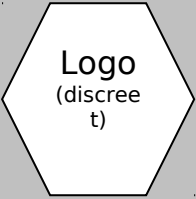
TITLE (keep short and snappy)
Authors' names, addresses and main contact

Logo (discreet)

Logo (discreet)
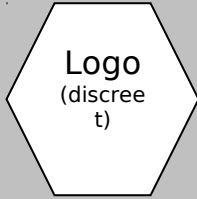
1 **MESSAGE**

Why read me?
The issue raised
The outcome (5 lines maximum)

2 **BACKGROUND**

Clear statement of objectives
(5 lines maximum)

3 **METHODS**

…
…
Clear but brief

4 **RESULTS**
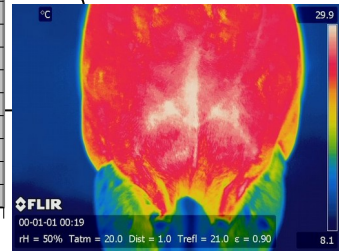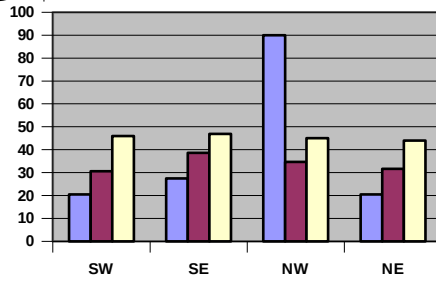
Make sure axes & legends are

Acknowledge source

TABLES

	A	B	C
X	10	8	6
Y	18	10	8
Z	9	5	3

Y most important

Add comment to

5 **CONCLUSION**

- **Bullet points**

ACKNOWLEDGMENTS   !NO REFERENCES