



HINTS FOR PRESENTING AN EFFECTIVE SCIENTIFIC POSTER

Revised July 2009

Posters are display boards used to present recently completed research studies not yet published. An effective poster is a research presentation that relies heavily on its visual impact. Unlike a manuscript that contains mostly text, a poster utilizes mainly graphs, charts, etc., to present the content. Narrative should be kept to a minimum.

An effective poster is self-contained and self-explanatory, allowing viewers to understand the project, independently without additional author explanation. Authors are encouraged to stand by posters at designated time so that viewers can ask questions, make suggestions for changes, future research, etc.

POSTER CONTENT

1. Significant focus on figures, e.g. charts, graphs and other visual images.
2. Text or narrative very brief and should not repeat what viewer can see from looking at the figures. Any text should be precise and descriptive.
3. Content should be informative but not exhaustive. Detailed description of methods or statistical analyses should not be included.
4. Only a few or no references.

POSTER PRINT STYLE

1. Print style should be large enough to see from a distance. Print should be at approximately one inch (1”) in size.
2. Title characters should be two times larger than any other text.
3. Sans serif, boldface type easiest to read from a distance.
4. Allow generous margins on both the right and the left.

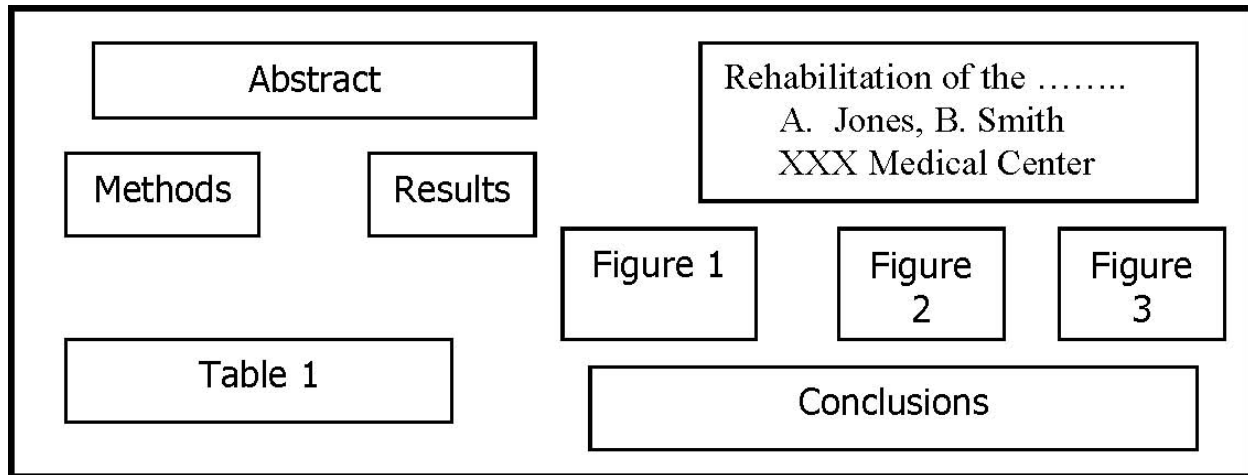
POSTER LAYOUT

1. Allow for enough white space between different elements of presentation. Crowding information makes it more difficult for the viewer to read.
2. Use a logical reading arrangement, organizing from left to right and top to bottom.
3. Highlight important information by size, position and color. The most important parts should be placed at eye level.
4. Use numbers, arrows or bullets to create a visual path for viewers to follow.
5. Muted backgrounds work best.
6. Poster should include:
 - a. Title - Attention grabber and short enough to read quickly
 - b. Authors and Institution
 - c. Methods – very brief
 - d. Results – most important



DISPLAY BOARD WILL BE 4' X 6'

SAMPLE PRESENTATION



CONSTRUCTION

1. Consider mode of transport and choose materials most appropriate.
2. General materials used are poster board; foam board laminated, heavy weight papers, etc.

ADDITIONAL CONSIDERATIONS

1. Allow enough time for preparation, shipping, etc.
2. Plan method of transporting – taking on the plane, shipping ahead, etc.
3. If possible, consult a graphic designer and/or desktop publishing templates.
4. Use colleagues for a critique of the layout.
5. It is helpful to practice an oral presentation to be prepared for viewer questions.
6. Learn by doing and by studying posters at other meetings.

UNACCEPTABLE

1. Print too small that it cannot be read from at distance of least six feet.
2. Typewritten or freehand lettering.
3. A presentation of typewritten papers as the poster content.
4. Not arriving with your poster after agreeing to present.