



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.

Standard poster format consists of:

- a **Title** page, telling others the title of the project, the people involved in the work and their affiliation.
- a **Summary** of the project stating what you have set out to do, how you have done it, the key findings and the main results.
- an **Introduction** that should include clear statements about the problem that you are trying to solve, the characteristics that you are trying to discover or the proofs that you are trying to establish. These should then lead to declarations of project aims and objectives.
- a **Theory** or **Methodology** section that explains the basis of the technique that you are using or the procedure that you have adopted in your study. You should also state and justify any assumptions, so that your results could be viewed in the proper context.
- a **Results** section that you use to show illustrative examples of the main results of the work.
- a **Conclusion** section, listing the main findings of your investigation, and
- a **Further Work** section that should contain your recommendations and thoughts about how the work could be progressed; other tests that could be applied, etc.

2. Rough Layout - Enlarge your best initial sketch, keeping the dimensions in proportion to the final poster. 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 them 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.

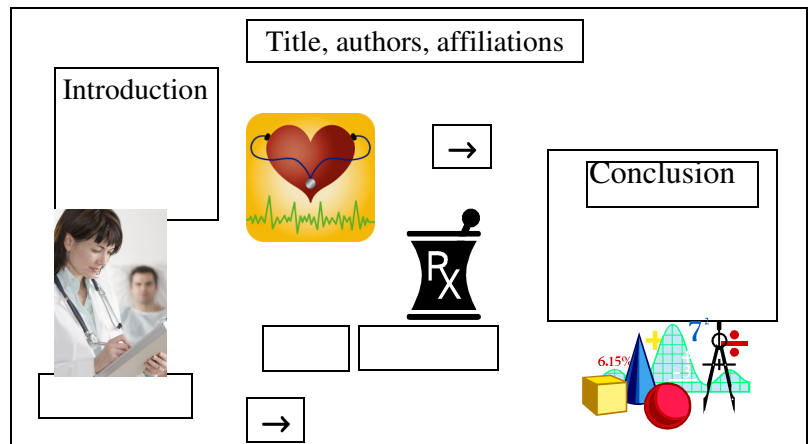
6. Eye Movement - The movement (pathway) of the eye over the poster should be natural, down the columns or along the rows. Size attracts attention. Arrows, pointing hands, numbers, and letters can help clarify the sequence.

7. Simplicity - Resist the temptation to overload the poster. More material may mean less communication.

8. Presentation - 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 1.5" high. Post a large-typed copy of your abstract in the upper left-hand corner. You will need push pins to mount your poster. Push pins will be available on site in the poster room.

Sample Layout

The poster-board surface area is 4' high and 8' wide landscape. Recommended poster sizes = 36" x 72" and 36" x 54".



8.) Printing

- Suggestion: print your poster in color on 35 lb. heavyweight coated paper. Avoid glossy paper as light may reflect off your work making it difficult for attendees to read.
- Suggested print quality: 600 X 600 DPI resolution
- The poster-board surface area is 4' high and 8' wide landscape.
- Recommended poster sizes = 36" x 72" and 36" x 54".
- If your organization does not provide poster printing, several printing services are available on-line. Google "scientific poster printing"



AAHFN looks forward to your presentation!