



Tips for Poster Presentations

The following guidelines have been prepared to help improve the effectiveness of your poster presentation:

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**, that is descriptive of the project, include a list of the people or authors 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 conclusions.
- an **Introduction** that should include clear statements about the problem that you are addressing, the characteristics that you are trying to discover or the evidence that you are trying to establish. These should then lead to declarations of project aims and objectives.
- a **Method or Innovation** section that explains the innovation that you are using or the procedure that you have adopted. You should also state and justify any assumptions, so that your results could be viewed in the proper context.
- a **Results or Outcomes** section that you use to show illustrative examples of the main results of the work.
- a **Conclusion** or Implications section, listing the main conclusions or implications of your innovation, and
- a **Recommendations** section that should contain your recommendations and thoughts about how your innovation could be extended or; applied to other settings. Include any important limitations that should be considered

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 section headings. 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? Note: Microsoft PowerPoint® is a great tool for laying out posters with charts, graphics, and special headings. Printers, ie. Kinkos, Staples etc, will often print posters from a Powerpoint® slide. Posters should be readable by viewers five feet away. The message should be clear and understandable without oral explanation.

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.

