

## Poster Presentation Format

### General aim and format\*

- A poster is a graphically based approach to presenting research. In presenting your research with a poster, you should aim to use the poster as a means for generating active discussion of the research.
- Limit the text to about one-fourth of the poster space, and use “visuals” (graphs, photographs, schematics, maps, etc.) to tell your "story."

### Design and layout specifications

- The entire poster must be mounted on a **36" x 48"** board. The poster does not necessarily have to fill the entire working area.
- A banner displaying your poster title, name, and department (or class, if appropriate) should be positioned at top-center of the board.
- Make it obvious to the viewer how to progressively view the poster. The poster generally should read from left to right, and top to bottom. Numbering the individual panels, or connecting them with arrows is a standard "guidance system" (see Figure 1).
- Leave some open space in the design. An open layout is less tiring to the eye and mind.

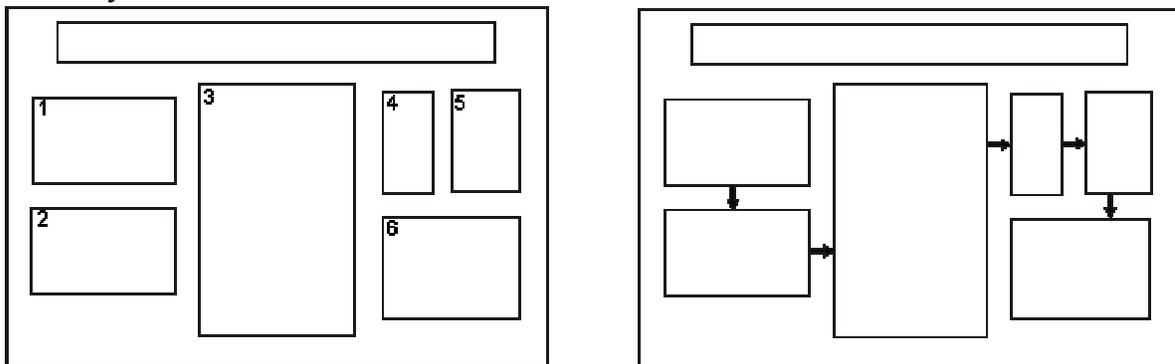


Figure 1: Conventional layouts for a poster. Long panel at top-center is title/author banner. Individual panels can be connected by numbers and arrows. Also, note the use of space between panels to achieve visual appeal. (from: C. W. Connor, 1992, The Poster Session: A Guide for Preparation: U. S. Geological Survey Open-File Report 88-667.)

### Lettering

- Text should be readable from five feet away (a *minimum* font size of 18 points, is advisable).
- Lettering for the title should be large (at least 70-point font size is advisable).

## Visuals

- Present numerical data in the form of graphs, rather than tables (graphs make trends in the data much more evident). If data must be presented in table-form, KEEP IT SIMPLE.
- Usecolor to enhance comprehension, not to decorate the poster. Neatly coloring black-line illustrations with color pencils is entirely acceptable.

## Text

- Keep the text brief. Use text to (a) introduce the study (what hypothesis was tested or what problem was investigated? why was the study worth doing?), (b) explain visuals and direct viewers attention to significant data trends and relationships portrayed in the visuals, and (c) state and explain the interpretations that follow from the data.
- Cite and reference any sources of information other than your own, just as you would do with a research paper.

\* Note: Adopted from <http://www.pitt.edu/~etbell/nsurg/PosterGuide.html>