

Poster Guidelines

Elements of a Poster:

Heading - Title, Author, Organization

Introduction - explaining what the poster is about

Body of the Presentation - includes graphs, photos, illustrations, methods, etc.

Conclusion - what were the results of the study, subject, discussion, etc.

Summary - optional, but very effective

General Information

The poster session is a graphic presentation of authors' reports. The authors illustrate their findings by displaying graphs, photos, diagrams and a small amount of text on the poster boards. Complete papers cannot be posted.

Information must be clear and concise—trying to include too much information in a small space makes it difficult for the reader, especially when a number of people view the poster at the same time. The materials should be well-labeled and legible from a distance of 6 feet.

Important Times

The author shall be available at his/her poster Monday, August 10 from 3:45-4:15 p.m. to discuss the poster with conference registrants. You are required to set up your poster on Monday morning and leave the poster on display until Thursday morning.

Assembling Poster

Poster boards are 4 feet high by 8 feet wide. You will need push pins or tacks to mount your poster so please bring them and any other set-up supplies you may need. Push Pins or tacks will not be provided so please come prepared.

Layout

There are a variety of different layout options. Some depend on the elements included in your poster. For example, you may use four or six 24" square panels.

Easy on-site assembly guidelines:

Assemble the poster before you leave home, using four or six 24 x 24 inch panels, preferably 1/4 inch thick foam core, or poster board (available at art supply stores) for easy roll up. Either way, these panels are light weight and an acceptable size for shipping on any U.S. airline in a carton or even packed in a suitcase.

Mount your information on the panels semi-permanently so they don't move out of place, fall off or become lost or damaged. We recommend rubber cement or a glue stick. Both allow you to attach photos, etc. firmly while still allowing you to reposition or remove them later. At the conference, assemble the panels on the poster board, mounting them with tacks or push pins.

Type Size and Graphics

Type size should be no smaller than 24 points for all body copy, picture captions, graphs or chart titles. This is 1/4 to 3/8 inch; 6 to 7 mm (measure the capital letter). For the main heading or title—use a larger type size, 50 to 74 points—1/2 to 3/4 inch, 14 to 18 mm.

Body Copy Type Size (30 points)

Main Heading Type Size (72 points)

Do not use type from a typewriter—it is too small to read at a distance. Use variable font sizes on your computer if you have a laser printer. Another option is to have a local printer or typesetter do your type.

Type face should be clean, crisp, block-like letters for easy reading, such as this type. Do not use all capital letters in the body copy; they are too hard to read. It is acceptable to use all caps in the main title or where emphasis is needed.

Charts, graphs and photographs ideally should be 8 x 10 inches, but no smaller than 5 x 7 inches.

Other Tips

Balance

The figures and tables ought to cover slightly more than 50 percent of the poster area. If you have only a few illustrations, make them large. Do not omit text, but keep it brief. The poster should be understandable without oral explanation.

Typography

Avoid abbreviations, acronyms and jargon. Use a consistent type style throughout.

Sequence

The movement of the eye over the poster ought to be natural (down columns or across rows). Size attracts attention. Arrows, hands, numbers and letters can help clarify sequence.

Simplicity

The temptation to overload the poster should be resisted. More material may mean less communication. Ask yourself, what do I want the viewer to remember?

Questions?

If you have questions that are not addressed in these guidelines, contact the Conference Office at 303-756-8380