Tips for Poster Presentation:

Content

- Keep purpose in mind (your purpose and conference purpose)
- Consider audience (technical background, etc.)
- Think "press conference" —max 2 minutes/2 pages of info
- Some content can be omitted to be included later in your published paper (e.g. extensive lit reviews or bibliography, complex tables)
- **Emphasize most important results**, rather than showing all results

Design

- Sell your content
- Keep material simple
- Be selective in what you present
- You want passers-by (who are also eating breakfast, drinking coffee, and talking) to get something from your poster in 30 seconds
- Use logical order (people are used to reading in columns (top to bottom) from left to right, or in rows (left to right) from top to bottom
- Label sections to help guide, e.g. use research journal manuscript sections or some derivation thereof as appropriate to your content
- In addition to title, authors, affiliation, and usually acknowledgements, you chould include "what, why, how, results, so what?"
    - For example, use one or more relevant headings from each category:
        - What: objectives, purpose, hypotheses
        - Why: background, theory, context
        - How: methods, design, sample, data, measures, analyses

Color

- High contrast (e.g. dark text and light background)
- Beware of large blocks of bright colors

- Beware of dark or patterned backgrounds

- Gradient backgrounds sometimes don't print well

- Use color to emphasize/differentiate/add interest (not just because they're there)

Font

- Large enough to see from at least 5-8 feet, e.g. 14 (if printed at 200%) for text, larger for section headings and even larger for title (to be seen from 15-20 feet)

- Simple font (e.g. Arial)

- Italic and bold work better for emphasis than underlining

- Keep to one (or very few) font types

- Minimize use of all caps

Graphs/Pictures

- Should be understandable, readable, relevant

- Follow basic guidelines for statistical graphics

- Beware of clipart (use when it clarifies, illustrates)

- Use appropriate resolution for images/photos

- Minimize use of multitudes of numbers—use graphs whenever possible

- Jpg files are usually more efficient than other types for images

- Images and objects should be inserted, not copy/paste