

Guidelines for Poster Presentations

PRE-PREPARATION

What is your purpose?

It is extremely important to specify the purpose of your poster before starting. This will help you make your presentation specific, straight to the point, and clear.

Who is your target audience?

Whose attention are you trying to draw? Students? Researchers? Institutions? Critics? Individuals from other disciplines?

Ask yourself this question: why should they care?

Which software are you using?

There's more than one software you can use to prepare your poster.

- 1- PowerPoint
- 2- InDesign
- 3- Photoshop
- 4- Adobe Illustrator

There are also open source alternatives:

- 1- OpenOffice
- 2- Inscape and Gimp
- 3- Gliffy or Lovely Charts (for charts and diagrams)

Which information is the most important to share?

An interesting and attractive poster shouldn't have too much information jammed in together on page. It would be too overwhelming. Therefore, it's important to only display extremely important information in your poster, and you could talk about the rest during your presentation.

How do you want your poster to look like?

You can sketch how you want make your poster visually pleasing on a piece of paper. This will make designing it more manageable when you are selecting the information you wish to share and the graphs you want to use to support your main points.

PREPARATION

Layout Design

Your layout design is what will hook your audience way before they become interested in your content.

1. Set the correct size of your poster.

SIZE	Inches	Millimetres
Α0	33.11 x 46.81	841 x 1189
A1	23.39 x 33.11	594 x 841
A2	16.54 x 23.39	420 x 594
A3	11.69 x 16.54	297 x 420
A4	8.27 x 11.69	210 x 297
A5	5.83 x 8.27	148 x 210
A6	4.13 x 5.83	105 x 148
A7	2.91 x 4.13	74 x 105
A8	2.05 x 2.91	52 x 74
A9	1.46 x 2.05	37 x 52
A10	1.02 x 1.46	26 x 37

Source: Poster size guide. Poster Size Guide – Dimensions for Posters & Banners | Marler Haley. (2019, November 10). Retrieved February 21, 2023, from https://www.marlerhaley.co.uk/blog/poster-paper-sizes/

- 2. Stick to one or two fonts only to avoid making your poster look messy (Times New Roman, Arial, Georgia...). You can even combine uppercase and lowercase letters in titles to make them easier to read (for example: "Guidelines for Poster Presentation" rather than "GUIDELINES FOR POSTER PRESENTATION")
- 3. Margins should be set to 2 inches.
- 4. Your title should be at the top center of your poster with a 50 point size.
- 5. Your text should be a 25 point size. Remember, it should be large and clear enough to be seen from at least 1.5 meters away.
- 6. The title should be followed by the text and graphs.
- 7. Your information should be arranged in columns not rows.
- 8. Make sure your figures and graphs can be viewed from a distance with their proportions intact (not stretched).
- 9. Try to include empty areas to increase legibility (around 40%).

Information Distribution

- 1. To the top left, you can add your introduction where you write your research question and why it's important.
- 2. Then comes the body paragraphs where you explain what you did and how you did it.
- 3. You end your poster with the conclusion.

Color Choice

It is better to relate the color you choose to your research. For example, you could choose green for agricultural research or blue for marine research.

Having a color scheme can reduce the risk of having a chaotic poster presentation. You can include two colors that go well together like blue and green, pink and purple, light red and white, and so on.

Image Selection

Images in a poster should add meaning to the research. Avoid choosing pictures just for the aesthetic.

The images you choose should:

- have a high resolution
- serve your purpose
- have colors and a tone that suit the general layout of the poster
- be cropped and of the right size so as not to have a great difference in sizes between pictures
- have a caption or short title

ADDITIONAL SOURCES:

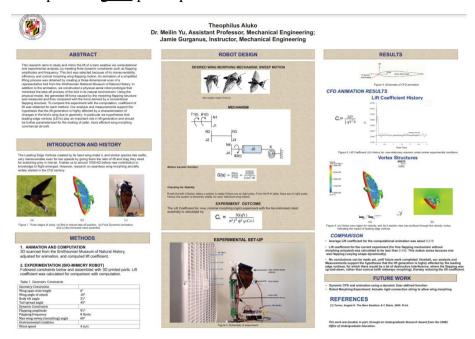
Teaching and Learning with Technology. (2005). *Designing Communications for a Poster Fair*. Pennsylvania State University. Retrieved February 21, 2023, from https://www.personal.psu.edu/drs18/postershow/postershow.pdf

Poster Presentation Guidelines. Institute of Education Sciences. (2010). Retrieved February 21, 2023, from

https://ies.ed.gov/director/conferences/10ies conference/pdf/PosterGuidelines.pdf

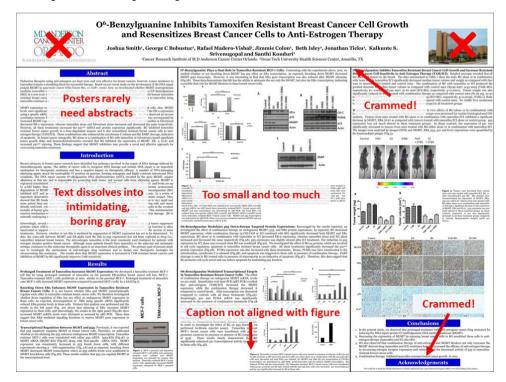
DIFFERENCE BETWEEN A GOOD AND BAD POSTER

Example of a good poster presentation:



Source: Aluko, T. (2016). Experimental and Computational Analysis of Lift Generation by Wing Morphing Bird. University of Maryland. Retrieved February 21, 2023, from https://ur.umbc.edu/wp-content/uploads/sites/354/2016/06/alukoTheophilusSm.pdf

Example of a <u>bad</u> poster presentation:



Source: Research guides: How to create a research poster: Poster basics. Poster Basics - How to Create a Research Poster - Research Guides at New York University. (n.d.). Retrieved February 21, 2023, from https://guides.nyu.edu/posters