

## Poster Presentation: Overview

---

Posters are tools for presenting information at scientific meetings and research conferences. They are useful because your research is on display for viewers even when you are not physically presenting it.

### What should it include?<sup>1</sup>

- **Title:** The title should be easy to see and read, in a large type font. It should give a general overview of your topic.
- **Acknowledgements:** Write your name, as well as the names of any other authors. Include the names and addresses of any institutional affiliations. This information should come below the title.
- **Introduction:** Typically, it is only necessary to include an introduction on a poster; the abstract can be omitted. The introduction should briefly present your hypothesis, as well as the minimum amount of background information required for the viewer to understand your poster.
- **Materials and Methods:** This section should be no longer than 200 words. Summarize the equipment and procedure. If possible, include a labelled diagram of your setup and flowcharts or similar figures to represent the process.
- **Results:** This should be the longest section of your poster. Start by addressing whether or not the research was successful, then move into more qualitative and quantitative findings. Whenever possible, findings should be explained using figures or graphs. All diagrams should have legends so the viewer does not have to read the entire results section.
- **Conclusion:** Begin by reminding the viewer of your findings and relate them back to your hypothesis. Discuss the relevance and significance of your findings to the real world, and describe your next steps.
- **Literature Cited:** Always cite sources that you have used for your research. Check with your instructor or the conference for the preferred style.

**\*\* For guidelines on how to format your poster, see the back of this handout<sup>2</sup>\*\***

## Avoid These Common Mistakes

---

- Don't make your poster too long! Posters with minimal text can be very effective.
- Dark backgrounds with light fonts are very hard on the eyes. Play it safe with a light coloured background with a dark font.
- Don't be scared to use colour, but make sure that the colours you choose are visible to colourblind individuals.
- Don't use a small font size. Your poster should be easy to read.
- Don't present an unedited poster. Revise independently and consider asking your peers to help.

---

<sup>1</sup> For more information about content, see Purrington, C. B. (2012). *Designing conference posters*. Retrieved May 15, 2012, from <http://colinpurrington.com/tips/academic/posterdesign>

<sup>2</sup> For more about poster appearance, see Hess, G. et al. (2013). *Creating effective poster presentations*. Retrieved May 15, 2012, from <http://www.ncsu.edu/project/poster>

# Effective Title that Clearly States Topic

Your Name, Your Institution, 123 Imaginary Avenue, Citytown, AB, T2N 3B7

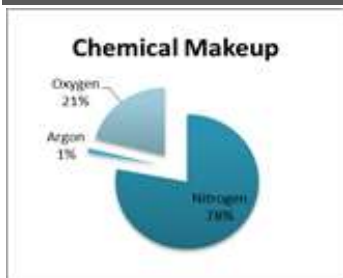
## 1. HELPFUL, GUIDING HEADINGS

- Headings should make it easy for the reader to navigate your poster.
- You may wish to use numbers or other indicators to guide the reader from section to section.
- Use a sans-serif font for all headings (e.g., Arial, Helvetica) and a serif font (e.g., Times New Roman) for content.

## 2. TEXT

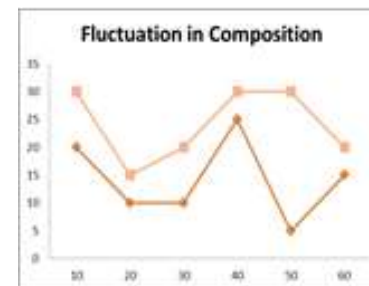
- Keep text to a minimum; make use of images and diagrams.
- Avoid large blocks of text; use short sentences or bullets.
- Do not center or right-justify text, left-justified is preferred.
- As a guideline, use size 24 fonts for body text, and size 36 fonts for headings. Your poster should be legible from a distance.

## 3. GRAPHICS/DIAGRAMS

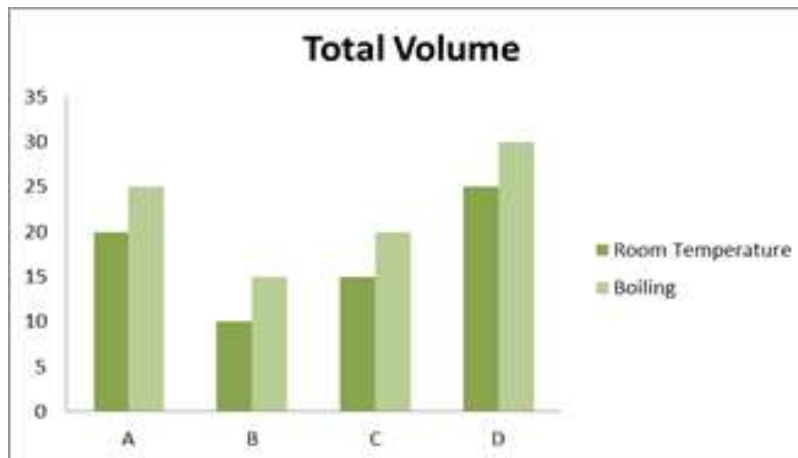


- Graphics should be neat, clear, and ease to interpret.
- Put descriptions of diagrams and graphs with each figure.

- Avoid using 3D graphs, unless you are presenting three dimensional data. 2D figures are easier to read.
- Ensure that all graphs and images are relevant.



## 4. LAYOUT



- Organizing your poster into columns can make it easier to read.
- Use *reader gravity*<sup>2</sup> guiding the reader from top to bottom and left to right.
- Your poster should make good use of white space, as well as symmetry (diagonal, vertical, or horizontal). This poster has diagonal symmetry.
- Make use of size and weight of font and images to draw attention to different parts of your poster.

## 5. HANGING YOUR POSTER

- Hang your poster level, and neatly.
- Bring handouts or shrunken copies of your poster for viewers.
- Arrive early!