

POSTER GUIDE

General aim and format of a poster presentation:

- A poster is a graphically-based approach for presenting research
- The aim is that the poster is used to generate active discussions
- Keep it simple! Do not try to cover too many points/ arguments – the best poster presentations make just a few significant points.
- Think about your central message
- You are required to include text as well as visuals

Text

- Keep the text brief: Limit the text to about one-fourth of the poster space
- Blocks of text should not exceed three paragraphs
- Use text to:
 - Introduce the approach to the topic
 - Explain visuals
 - Direct viewers' attention to significant data trends and findings
 - State and explain the interpretations that follow from the data
- Conclusions can be summarised in a bullet-point list
- Cite and reference all sources of information that are not your own
- All text needs to be word-processed
- Text should be readable from five feet away

Visuals

- Present numerical data in form of graphs (think about what type of graph is best for the type of data you are presenting)
- Photos and other graphical material serve to inform your audience and provide an adequate balance between text and graphs
- Make sure that the visuals and the text are integrated
- Visuals should be numbered consecutively and each visual should have a brief title

Other design and layout specifications

- Use colours thoughtfully
- Display poster title and your names
- Sections can refer to e.g.
 - Title
 - Problem definition and purpose
 - Conceptual development
 - Results (what is the central message of the results? Here graphical material might be introduced)
 - Discussion (what is the finding you want your audience to remember? And why should they care?)
 - Conclusions and recommendations
 - References (e.g., 5-10 references – and focus on papers that are germane)