

Poster Design and Presentation Tips



Poster Size

Recommended dimensions for your poster are 42" high x 84" wide. Smaller is acceptable, but not larger!
Posters boards are 4 feet high by 8 feet wide.

Visual Design Tips

- Make it Visual** Consider ways to present your points with more than words. Examples include drawings, photographs, charts, graphs, and x-rays.
- Arrangement** The poster should have a definite sense of direction and should match the logical flow of information. Your poster should generally read from left to right, following the outline. Use lines, frames, contrasting colors, or arrows to call attention to important points.
- Lettering** Select a clean, simple letter font/style and use it consistently throughout the poster. The smallest letters should be at least ¼" tall (18 point) and easy to read. Use both upper and lower case letters (do not use all capital letters) especially in body copy.
- Colors** Use no more than 4 colors. Emphasis and harmony are lost if too many colors are used. Color can help to highlight sections or point out similarities and differences.
- Avoid Clutter** Overcrowding is a problem with poster design. While accuracy is important, your poster should stimulate interest, rather than provide complete details.
- More Tips** <http://colinpurrington.com/tips/academic/posterdesign>

Presentation Information

- Posters are **required** to be mounted no later than 15 minutes before the opening of the session. Push pins will be provided.
- Posters must be dismantled no later 30 minutes after their session.
- Presenters are responsible for dismantling their own poster(s). Unclaimed posters will be recycled after the meeting. We do not ship them to you.
- Presenting authors are required to be present, and available to discuss their work for the entire length of the poster session.
- Rehearse for your presentation; know what you want to emphasize about your findings and/or methods.
- Know the organization of information on your poster so you can point to significant parts of it as you converse with viewers – without turning your back on them or blocking their view.

Tables, Graphs, Charts

- Use tables to show relationships between categories of ideas. Make sure columns are not too narrow, too numerous (avoid more than 3-4), or too long.
- Use number tables **only** when simpler visuals like graphs or charts will not get your point across.
- Use graphs to clarify and emphasize the key relationships between facts and figures.
- Use graphs to communicate ideas – not to just “dress up” your poster.
- Make sure graphs are precise, clearly labeled and placed where they will be most meaningful/useful for your viewers.
- Each kind of chart presents data in a particular way and for a particular purpose: pie charts compare relative parts that make up a whole; line charts are ideal for depicting trends over time, or the distribution of one variable over another; area charts emphasize quantity over volume; and bar or column charts compare the progress of one variable over time.

Traveling to the Meeting

- If you are bringing your poster with you and flying to the meeting, consider printing your poster on fabric for easy packing in your luggage.
- Contact your airline carrier ahead of time to confirm whether you can carry your poster (in a tube) on the plane or if you have to check it.
- Bring a copy of your poster on a thumb drive, just in case. Graphic Arts Studio will be onsite if you need to re-print.