

Poster Presentation Guidelines



1. Size & Design

- Size: Please adhere to A1 format (vertical).
- Design Flexibility: There are no restrictions on poster design.
- Aesthetic Emphasis: Ensure your poster is attractive, using colors, clarity, and legibility to enhance its appeal.

2. Commercial Content

- Avoid Commercialism: Do not prominently feature commercial content.
- Company/Product Names: These should only appear at the top or bottom of the poster.
- Additional Resources: For more on structure and presentation, refer to [the SPE video link provided](#).

3. Poster Background

- Content Over Design: Aesthetic appeal should not overshadow content.
- Investment in Time: More complex designs require more time.
- Background Color: Choose softer colors for background to ensure contrast with text and images.

4. Title Banner

- Visibility: The banner should be legible from 1 meter away.
- Author Names: Use first names to encourage interaction.
- Abbreviations: Use them for brevity but provide explanations when first introduced.

5. Color Use

- Background Color: Use color to unify the poster's appearance.
- Photo Background: Match background colors to photo tones for emphasis or contrast.
- Color Scheme: Avoid using too many colors.

6. PosterText

- Alignment: Use left-justification for easier readability.
- Font Sizes: Ensure text is readable from at least 50cm away, with suggested sizes for various elements.
- Emphasis: Utilize bold, underlining, or color for emphasis.

7. Figures and Tables

- Clarity: Ensure graphics and tables are self-explanatory and clear.
- Visibility: Materials should be visible from at least 50cm away.
- Color Use: Limit to 2-3 colors for emphasis.

8. Composition

- Theme and Data: Focus on a clear theme, supported by concise data and quality graphics.
- Arrangement: Keep the layout simple and organized.
- Content Selection: Focus on quality over quantity. Well-visualized, concise information is preferable.

9. Engagement and Clarity

- Presentation Approach: Treat the poster as a visual presentation that shows your work effectively.
- Central Question: Design your poster around a key question.
- Take-home Message: Provide a clear and specific message.
- Conclusions: Briefly summarize implications and conclusions in accessible language.

10. Additional Tips

- Visual Interest: Use varied sizes and spacing in sections to enhance visual appeal.
- Availability: Stay close to your poster to engage in discussions.
- Proactive Engagement: Approach attendees who seem interested or have questions.

Thank you for adhering to these guidelines to enhance the effectiveness and impact of your poster presentation!