

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. Poster Text

- **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!