**Poster Tips and Tricks**

A poster is a visual method of displaying your research and results. The reader should be able to read the entire poster in 5-10 minutes, and understand the project without your guidance. Focus on images and graphs instead of text. Lists are better than paragraphs.

**Poster sizing:**
- Common sizes are 3’x4’ (36”x48”), 3’x5’ (36”x60”) or 4’x4’ (48”x48”)
- Check with the conference guidelines before starting for size limits for the poster.

**Fonts and Font sizes:**
- Traditionally use Sans Serif fonts for titles: Arial, Calibri, Century Gothic, Gill Sans, Lucida Sans, Verdana
- Use serif fonts for text (serif fonts are easier to read): Book Antiqua, Cambria, century, Garamond, Georgia, Lucida bright, Palatino linotype, Times New Roman
- Stay away from word art and designer fonts (they don’t convey a professional image)

  - Fonts large enough to read from 5 feet away (minimum of 18pt)
  - Stay consistent throughout the poster
    - Title: 85pt
    - Authors 50pt
    - Subheading: 36pt
    - Body Text: 24pt
    - Captions: 18pt

**Design:**
- Typically set up in columns (usually 2-3)
- Use reader gravity to direct the flow (top to bottom, left to right)
- Align figures and text to help direct the reader what to read next

**Color:**
- Use color to attract, but not to detract, choose contrasting color for text and background.
- Typically light background and dark text
- Limited to 3-5 colors

**Title:**
- Should be catchy and tell the reader the take away message of the poster.
- Use sentence structure (not all caps, not all italics).

**Introduction:**
- Start broad, to interest the largest audience possible
- Get your readers interested in the topic, explain its importance and put it in context to the current literature.
- Narrow to your hypothesis
- Focus on conveying the desired message of your work
- Approx. 200 words
Research poster:

Materials and method:
- Briefly describe the methods used to test your hypothesis, use figures and flow charts if possible.
- Approx. 200 words

Results:
- Use lots of images, graphs, figures to display your data.
- Provide extremely detailed descriptions of the figures in the legends.
- Briefly describe the results in text, referring to the images.
- Approx. 200 words

Case report poster:

Case:
- Describe the case, present patient demographics, physical exam, tests ordered, procedures performed, results of the procedures
- Include all differential diagnoses excluded
- Provide only the information relevant to the diagnosis/message of your case
- Approx. 400 words

Conclusions:
- Overall findings and major results.
- Convince the reader what why the data is interesting, state the relevance of your work and future directions.
- Approx. 200 words

References:
- Limit to only the most essential usually about 5 or less

Acknowledgements:
- Thank individuals that contributed (statisticians, medical editors, lab assistance, poster review, FUNDING)

Tips:
- The design should be logical for the reader (left to right/top to bottom)
- Try to limit your text to less than 800 words.
- Avoid dark backgrounds (they make the poster hard to read)
- Don’t be afraid to white space, it makes things easier to read (separate boxes, graphs, text with nicely defined space to indicate thing are different)
- Make the poster aesthetically pleasing (it draws people in)
- Make sure images are your own or public domain
  (web images are usually not high enough quality)

Helpful Resources:
http://colinpurrington.com/tips/poster-design
http://gradschool.unc.edu/academics/resources/postertips.html#design

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