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

http://colinpurrington.com/tips/poster-design

Title: (Font size 80pt)
Author Name, Affiliations (font size 50pt)
(contact information)

Subheadings: 36pt

Results:

Conclusions:

Body text: 24pt

Captions: 18pt

Methods

References

Text can be really tiny

Acknowledgements:

Logo

Your captivating, attention catching Title here, draw in your fellow conference goers (Font size 80pt)
Author Name, Affiliations (font size 50pt) (contact information)

Introduction:

Results:

Conclusions:

Methods:

References:

Acknowledgements: