

## **POSTER PRESENTATION**

### **INSTRUCTION AND GUIDELINES**

- The poster should not exceed 4' height & 3' width.
- Sticking tape material will be provided.
- Poster placement & removal time will be intimated to earlier presented.

**Please study the following guideline:**

#### **Avoid clutter.**

Limit your poster presentation to a few main ideas. It's better to present a few of your findings well than present all of your findings poorly. Arrange your poster components to read from left to right and top to bottom. Emphasize important points on the poster with lines, frames or boxes, and arrows.

#### **Keep the lettering simple.**

Use no more than three different font sizes; the largest for the poster title, second-largest for section titles, and smallest for text. For all lettering, use both upper- and lowercase letters. Words composed of all uppercase letters are difficult to read. The smallest font should be large enough so it is easily read from a distance of 3 to 5 feet (usually, 24-point font).

#### **Keep the colors simple.**

Too much color can be distracting, while too little color can be boring and lifeless. Use color mainly to highlight important elements.

You will need to decide how your poster will be constructed. Your budget and available graphic art resources will most likely influence this decision. At one end of the spectrum, you can inexpensively produce a poster with a graphics software package (such as PowerPoint) and a color printer. Your output will be limited to individual components that measure 8" × 11" to 11" × 17". These components will probably need to be mounted on a stiff backing, such as poster board or foam core, to effectively display them. At the other, more expensive end of the spectrum, you can work with the graphic arts department at your institution. They can use sophisticated software programs, such as Quark/Illustrator InDesign, to design and create a poster. The electronic version of the poster can be sent by e-mail to a printing or service bureau. Service bureaus produce a variety of visual products including posters, slides, signs, and limited print editions of books. They can print any size poster with all its component parts as a single unit usually within 24 to 48 hours.

#### **Poster Checklist**

##### **Content**

- Titles, authors, and institutional affiliations are listed.
- For research posters: Introduction, Methods, Results, and Discussion are present.
- For clinical vignettes: Introduction, Case Description, and Discussion are present.

- Logical sequence of information flow (left to right, and top to bottom).
- Photographs graphs, tables, and charts are used whenever possible to display data or convey important information.
- Each section is concise and clear.
- Appearance
- Poster meets the size restrictions of the scientific program.
- Poster construction will accommodate method of display at the meeting (pinned, hung, easel, taped, etc.).
- Abstract is posted in the proper position on the poster (if required).
- The poster does not appear cluttered.
- Major headings can be read from 3 to 5 feet away.
- Text and figures can be read from 2 to 3 feet away.
- Graphs and figures can be read from 2 to 3 feet away.
- Font is similar throughout (no more than three fonts sizes used for poster title, section title, and text).
- Color, lines, boxes, and arrows are used to emphasize important points.
- Overall
- Content can be absorbed in 10 minutes or less.