

THE POSTER PRESENTATION: A GUIDE FOR PREPARATION

- **From six (6) feet away the viewer should see an easy-to-read title and an uncluttered, neat arrangement of photos and/or illustrations and text.** It should be obvious where to start inspecting the poster and where to go from there (generally left to right, top to bottom). The component parts should either be numbered to facilitate this or have arrows that graphically lead the viewer through the display.
- **Leave open space in the design.** Tightly packed space tires the eye and the mind.
- **Use elements of different sizes and proportions.** Same-size and same-proportioned components result in a boring design. For areas of particular emphasis try different shapes to attract the viewer's attention.
- **Draw the eye to the most important aspect of the poster** with a large and/or bright center of interest.
- **Enlarge all photos** enough for pertinent details to be clearly evident.
- **Make illustrations simple and bold** and leave out unnecessary detail.
- **Convert tabular material to a graphic display** such as scatter plots, bar graphs, or triangular diagrams.
- **Include actual samples.** They can be fastened to poster board with silicone glue. Alternatively, since a table is included in the display area, specimens can be put there.
- All lettering should be legible from 3 feet away. The font should be bold or semi-bold, simple and clean-looking.

This is 14 point type, the smallest size you should use.

- **Title lettering should be 2" - 3" high, with subheadings 1/2" - 1" high.**
Capitals and lowercase letters in combination are much easier to read than all capitals.
- **Place a succinct statement of major conclusions at the beginning of the poster.** The supporting text is then presented in brief segments along with appropriate illustrations, and the significance of the findings is made forcefully and concisely clear at the end. Provide handouts of the posters information for interested viewers.
- **All poster elements should be mounted with Velcro® or clear push pins on the poster board** (get longer than standard ones if mounted illustrations are thicker than 1/8"). As noted in the abstract acceptance message, pushpins are provided for your use.