



Tips on Preparing a Poster

July 27-29, 2023 – National Conference of Family Medicine Residents and Medical Students – Kansas City, MO

Creating a Successful Poster

Plan

- Size: art file must be submitted as a **PDF sized 48 inches x 36 inches** (horizontal or vertical orientation accepted)
- Text: carefully consider the amount of copy and font type/size; **basic fonts highly recommended** for successful transition to print
- Images and graphics: use charts, images, and/or graphics to illustrate data and add visual interest
- Spacing: **keep text and images at least ½ inch from the edge for printing purposes**

Assemble

- PowerPoint or Publisher software
- Proof, edit, re-proof, re-edit
- Save final version as PDF for submission

Selecting Poster Content

Describe all parts of the research, educational program, or community service project, including why it did or did not work.

- Background
- Project or program description/research design
- Objectives/purpose
- Methodology
- Results/evaluation
- Conclusions/discussion
- Future plans
- References

Present a clinical scenario with discussion of an actual patient presentation or review current evidence-based recommendations for a clinical topic.

Clinical case presentation

- Introduction
- Case description
- Discussion of current practice guidelines for management of the patient
- Conclusions

Evidence-based review

- Evidence summary
- Recommendations from others
- Clinical commentary

Poster Construction Tips

Be consistent

- Keep margins consistent
- Keep line spacing consistent
- Keep color, style, and thickness of borders the same
- Keep shading consistent

Limit text

- Put details in a handout
- Goal: 20% text, 40% graphics, 40% space

Make sure ideas flow from panel to panel logically (consider numbering panels).

Use charts and graphs to illustrate data (avoid large tables of raw data).

Use high resolution photographs (web images often don't display well).

Pick 2-3 fonts

- **Basic fonts highly recommended** for successful transition to print
 - Examples: Arial, Bookman Old Style, Garamond, Tahoma, Verdana
- Additional suggestions
 - Headings: Bold, Centered
 - Body Text: Black, Justified
 - Labels: Black, Aligned Left or Justified

Pick 2-3 colors

- Consider school or institutional colors
- Use the same principles for contrast that you might use for a PowerPoint presentation
- Conserve on ink by limiting solid color backgrounds and using white or light colors

Test readability

- Title on banner should be able to be read from 20 ft
- Body text should be able to be read from 6 ft
- Suggested font sizes (will vary some depending on font type)
 - Title of poster: 96-120 pt
 - Author(s) and institution: 60-80 pt
 - Headings: 60-72 pt
 - Body Text: 32-48 pt
 - Labels: 24-32 pt
- Do not use all capital letters