Creating a Successful Poster
Plan
- Size – 96 inches wide by 47 inches high <u>maximum</u>
- Text – amount of copy, font type and size
- Images and graphics

Assemble
- PowerPoint or Publisher software
- Proof, edit, re-proof, re-edit

Print
- Check campus and local printing service rates/experience
- Printing charges range from $9-12 per square foot depending on paper selection
- Plan for a 1-2 week turnaround time
- Check if you can submit your poster for printing via e-mail, CD, floppy disc or thumb drive
- Specify the date your poster is needed, its finished size and paper type
- Get the most out of your effort by using your poster in other venues

Display Options
- Paper or canvas roll
- Poster board

Selecting Poster Content
Describe all parts of the research, educational program or community service project, including why it did or did not work.
- Background
- Hypothesis/program or project objectives
- Research design/program or project description
- Results/evaluation
- Conclusion(s)
- Future plans
- References

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

   <u>Clinical case presentation</u>
- Introduction
- Case description
- Discussion of current practice guidelines for management of the patient

<u>Evidence-based review</u>
- Evidence summary
- Recommendations from others
- Clinical commentary

Tips on Constructing Your Poster
Be consistent
- Keep consistent margins
- 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 won't work)

Pick 2-3 fonts
- Headings – Good Old Style, Bold, Shadowed, Garnet, Centered
- Body Text – Verdana, Black, Left Justified
- Labels – Arial, Black, Left 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 by using white or light colors

Test readability
- Title 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 slightly depending on font style)
  - Title of poster: 96-120 pt
  - Author(s) and institution: 60-72 pt
  - Headings: 60-72 pt
  - Body Text: 32-48 pt
  - Labels: 20-32 pt
- Do not use all capital letters