

POSTER GUIDELINES

General aim and format

- A poster is a graphically based approach to presenting research. In presenting your research with a poster, you should aim to use the poster as a means for generating an active discussion of the research.
- Limit the text to about one-fourth of the poster space, and use "visuals" (graphs, photographs, schematics, maps, etc.) to tell your "story."

Design and layout specifications

Maximum size of the posters must be:

- Width: Maximum 84 centimeters/33 inches
- Length: Maximum 118 centimeters/46 inches
- The board must be oriented in the "landscape" position (long dimension is horizontal).
- A banner displaying your poster title, name, and department should be positioned at top-center of the board (see Figure 1).
- Make it obvious to the viewer how to progressively view the poster. The poster generally should read from left to right, and top to bottom. Numbering the individual panels, or connecting them with arrows is a standard "guidance system" (see Figure 1).
- Leave some open space in the design. An open layout is less tiring to the eye and mind.

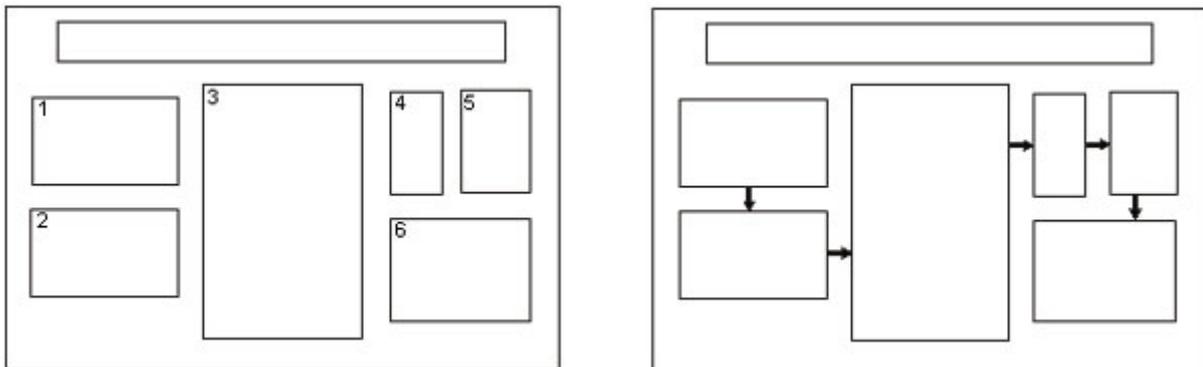


Figure 1: Conventional layouts for a poster. Long panel at top-center is title/author banner. Individual panels can be connected by numbers and arrows. Also, note the use of space between panels to achieve visual appeal.

Lettering

- Word-process all text (including captions).
- Text should be readable from five feet/1,5 meters away. Use a *minimum* font size of 18 points.
- Lettering for the title should be large (at least 70-point font). Use all capital letters for the title.

Visuals

- Present numerical data in the form of graphs, rather than tables (graphs make trends in the data much more evident). If data must be presented in table-form, keep it simple.
- Visuals should be simple and bold. Leave out or remove any unnecessary details.
- Make sure that every visual object can "stand alone" (i. e., graph axes are properly labelled, maps have north arrows and distance scales, symbols are explained, etc.).
- Use colour to enhance comprehension, not to decorate the poster. Neatly colouring black-line illustrations with colour pencils is entirely acceptable.
- Make sure that the text and the visuals are integrated. Figures should be numbered consecutively according to the order in which they are first mentioned in the text. Each visual should have a *brief* title (for example: Figure 1- Location of study area).

Text

- Keep the text brief. Blocks of text should not exceed three paragraphs (viewers won't bother to read more than that). Use text to (a) introduce the study (what hypothesis were tested or what problem was investigated? why was the study worth doing?), (b) explain visuals and direct viewers attention to significant data trends and relationships portrayed in the visuals, and (c) state and explain the interpretations that follow from the data. In many cases, conclusions can be summarized in a bullet-point list.
- Depending upon the stage or nature of your project, the text could also include sections on future research plans or questions for discussion with viewers.