

GUIDELINES FOR A SUCCESSFUL POSTER PRESENTATION

A poster presentation conveys your ideas visually, through a selective assemblage of illustrations (such as graphs, tables, and photographs) that are carefully integrated with a *small amount of text*. All these materials are fastened to a poster or display board.

Poster size: A0

The following advice may help you get started.

I. USE A SIMPLE AND LOGICAL ORGANIZATION

Step 1: Start with a specific (and compelling) title.

Step 2: The design should invite the reader to start at one place and proceed logically according to a particular sequence.

II. FOCUS ON THE MAIN POINTS

Hint 1: Keep text (typed) to a minimum. Text should be easily readable from at least one meter away.

Hint 2: A poster should be highly visual with an attractive, uncluttered appearance. Use photographs or other types of illustrations to make your poster attractive and clear.

Hint 3: Use graphs and tables to highlight only the major points, trends, or relationships.

Hint 4: Consider using lists of numbered points, rather than paragraphs of text, to summarize results or conclusions.

PS: Remember both the advantages and the constraints of a visual format.

III. PREPARE IN ADVANCE FOR QUESTIONS & INFORMAL DISCUSSION

Point 1: Anticipate some of the questions you may be asked, and prepare for them by writing out notes or composing brief replies.

Point 2: You may learn a great deal from thoughtful readers of your poster.

Rule 1: 2 students are allowed to work as a group.

Rule 2: The group members should state their names, major, faculty, class section, & date.

Rule 3: Exact copying of information is not allowed by any means.

Rule 4: Indicate clearly the source of the information used and include the references

Rule 5: The list of references (minimum of 3) should be stated.

IV. CRITERIA FOR EVALUATING POSTER PRESENTATION:

- Content (relevance, organization, clarity)
- References

V. Resources:

Additional guidelines are accessible on the following:

<http://ehdimeeting.org/includes/PosterPowerPoint.pdf>

<http://clt.lse.ac.uk/poster-design/>