

## **General Suggestions for Preparing a Poster for Presentation**

The poster can be most effective for your presentation and most valuable for the conference attendees if:

- All lettering on the poster is legible and large enough to be read from 4-6 feet away. Text should be printed in fonts of about 3/8" height
- Avoid abbreviations and acronyms without giving their full form
- Clearly and concisely state the theme of your presentation, such as a statement of your topic, problem, major findings, ideas, or strategies to be discussed, or other pertinent information
- Sequence information on the poster in a logical and clear order for a participant who just walks by and reads your poster to have a clear idea of your presentation and the major ideas
- Arrange information in vertical columns rather than horizontal strips for easier reading
- When captions are used, limit them to a couple of sentences
- Avoid using entirely capital letters in all instances except short titles; otherwise the text will be too difficult to read
- Keep text to a minimum. Instead, use lists, phrases, bullets, tables, charts, drawings, or photographs on your poster instead of full text blocks. This will be more appealing to the eye for participants and full-text material can be included in the handout for attendees to take with them
- Keep illustrations and tables relatively simple to maximize legibility. Avoid "artsy" style and keep captions brief
- Use color on your poster for eye appeal
- Lines in graphs should be heavy. Symbols, letters and numbers should be large enough to be seen from a distance of 4-6 feet.

### **Color**

- Color is very useful for creating interest and accentuating specific parts of any presentation. Use only a few common colors. Choose colors that are easily distinguishable from one another.
- Generally, it is best to use light lettering (e.g., white, yellow, golden yellow, ivory, light blue, cyan) on dark backgrounds (e.g., royal blue, navy blue, teal green, forest green or purple). Colors like red, magenta, and orange can work well, as accents, but they are too much for use over large areas of a display. Fluorescent colors, while eye-catching, do not carry the professional image you want to project. Most importantly, make sure the color combinations you select are visually appealing.

Links for advice on what to do and how to present at poster sessions:

<http://www.aspb.org/education/poster.cfm>

[http://www.kumc.edu/SAH/OTEd/jradel/Poster\\_Presentations/PstrStart.html](http://www.kumc.edu/SAH/OTEd/jradel/Poster_Presentations/PstrStart.html)

<http://jan.ucc.nau.edu/~mezza/nur390/Mod5/poster/index.html>

<http://www.survival.pitt.edu/library/documents/Attending%20Professional%20Mgt.pdf>

<http://www.kumc.edu/SAH/OTEd/jradel/effective.html>