What is in the poster?

Preparing the Poster

Take some time to plan your poster. You need to design your poster to be as eye-catching and attractive as possible. The basic rule is to keep it simple, do not clutter, do not include unnecessary data, make everything bold and large, and try to get your message even to the non-experts in your field. Remember that you are telling a story but be brief and to the point.

The following guidelines should help you prepare effective and successful posters.

* The Title

Use the title to get the attention of the viewer. The title must be large and clear to be read from about 3 m. The title should be short, and the letters should be bold, preferably solid-block and at least 5 cm high. Do not use all upper-case letters. A San serif style, such as Helvetica or Arial, is recommended. Do not use more than two font types.

Some authors include the logo of their institution or organization and their own photo, which can be very helpful if the author is to be identified at the poster session.

* Figures and Font

Labels or arrows should be bold and easily seen.

Colors should be used to emphasize and add interest, but avoid garish colors.

Enlarge photos to show pertinent details clearly.

Enlarged colored prints are extremely attractive in posters.

Distinguish headings and subheadings from the rest of the text with different fonts or font sizes.

Use large font sizes that can be read from one meter. Try to stay between 18 pt (for figure legends) and 85 pt (for the main title).

For the body text, set the line spacing to a minimum of 1.25 and don’t make the text box too wide. This will help improve readability.

Leave enough clear space in the borders, between sections, and between lines to make your poster more inviting and easier to digest.

Use gridlines to help you align your sections, columns, text, and figures so they look neat and evenly distributed.

Use your layout to create a flow that helps the audience move logically from one section to the next.

* The Abstract

It should be informative and even speculative. Think about what(s), how(s), and why(s) of the work you are doing. Ideally you should have done this throughout your research.

* The Content

The content should be concise, legible and easily comprehended. Traditionally, the poster should include an abstract, short introduction, aims of the study, a brief overview of the method, results, and discussion. These can be presented as short 'bullet' lists.

Do not overwhelm the viewer with masses of tables and data.

Choosing only the most interesting data that are critical to support your conclusion.

Use diagrams to illustrate complex concepts.

* Poster Space

As soon as the ICASE team knows the size of the poster board, they will announce it on the conference web site.

* The Poster Session(s)

The authors are requested to stand by their posters during the poster session for discussion and questions. If there are several poster sessions, please follow the directive of the conference (or poster chair) regarding when you should be with your poster. Typically chairs wish to give poster presenters the opportunity to also view posters. Give people reading your poster some space, but don’t ignore people who look as though they may have some questions.

* Tips when presenting your work

Maintain a consistent style.

Expect viewers will spend more than 5 - 10 minutes at your poster, try to convey your message in less time than this.

Displayed materials should be self-explanatory, freeing you for discussion.