

# Tips for Creating a Poster

## A poster is a summary of your abstract.

A visitor to a poster does not want to read it, but to inspect it. Thus, the key to creating an effective poster presentation is visual simplicity achieved without loss of information content.

### Goals for effective posters

At a poster session, your poster has two goals. The first goal is to sufficiently attract the casual onlooker's attention so that he/she will stop and take a second look. After your poster has captured a viewer's attention, the second goal is for it to concisely communicate the results of your research. People who want more details and information can refer to a section on the poster that provides author contact information and can follow up with you after the conference.

### Tips

- Minimise words – no more than 750 words.
- Make the title descriptive (remember to keep it short and to the point).
- Provide a brief abstract to orient the viewer:
  - Introduction
  - Aim
  - Method
  - Key results
  - Conclusion
- Cover only main points in each section (you can give more detail in a handout – see below).
- Construct easy-to-interpret graphs and tables for information and comparisons.
- Graphs, charts and tables are required to be in Excel format.
- Include a visual image to illustrate your project and/or results.
- Photographs included should be in the highest resolution (minimum 300dpi).
- Limit use of illustrations.
- Clip Art graphics are NOT recommended.
- Make it easy for the viewer to determine the flow of information.
- Acknowledge contributors.
- DO NOT OVERCROWD YOUR POSTER.

### Tips for Handouts

It is also handy to have a handout to be given to viewers. Copies of a short summary of your research, with your contact information included, is useful as a handout. A sign-up sheet for viewers to request more information is a good choice if you are unable to bring handouts, or if you run out of handouts. Your handout can be a one-page synopsis of your poster or, if you use the blow-up or large slide methods to make your poster, it could be a small version of the poster itself.

### Your handout should include:

- Poster title
- Author(s) name and affiliation(s)
- Conference name and date
- Whether or not the material can be quoted.