Poster Design Guidelines

Baal 2019

- A poster can be better and more efficient than giving a talk; it is permanent and can be viewed by people who aren’t in your direct field of research.
- Posters serve as an advertisement of your hard work.
- It’s just an illustrated abstract.
- Your poster is a short story.
- Describe a few major points.
- Arouse the reader’s interest to encourage them to read on.
- Limit to 250 words.
- Think "who is my audience?".

Simplify your paper into poster format:

- Start by putting together your two main elements.
- Simple effective data displays.
- Small blocks of supporting text.
- Conclusions first; put the most important part first – short and to the point and in the upper left hand corner.
- Easy for the eye to follow.
- Text sizes: Title: 86 point; authors: 50 pt.; sub-headings: 36 pt.; body text: 24 pt.; captions: 18pt.
- Keep posters visual - images and graphs say more than words
- Use colour to engage to engage your readers – two to three colours, dark type on light colour background – yellow or white is hard to read.
- Print out a letter size draft and see if you can read the type. Think "does it look too busy? Do my main points 'pop'?".
- Prepare a 20 minute oral presentation and five minutes questions and discussion.
- Prepare mini-size post handouts.
- Don’t forget: acknowledgements and references; contact info., mail address, phone and e-mail.

And don’t forget – edit, edit, edit and evaluate!

(examples can be found here: [http://hsp.berkeley.edu/sites/default/files/ScientificPosters.pdf.](http://hsp.berkeley.edu/sites/default/files/ScientificPosters.pdf.)

Please send your poster to Catherine Brady at c.brady@mmu.ac.uk by 27 August, 2019.

We ask you to bring your poster in size A1 if you are doing this yourselves.

We look forward to seeing them/you!