

Poster Designing Guideline:

General aim and format

1. A poster is a graphically based approach to presenting research. In presenting your research with a poster, you should aim to use the poster as a means for generating active discussion of the research.
2. Limit the text to about one-fourth of the poster space, and use "visuals" (graphs, photographs, schematics, maps, etc.) to tell your "story."

Design and layout specifications

1. The entire poster must be in A1 paper **size 80 x 110cm**
2. The poster must be oriented in the "**portrait**" position
3. A banner displaying your poster title, name, and department should be positioned at top-center of the poster.
4. Make it obvious to the viewer how to progressively view the poster. The poster generally should read from left to right, and top to bottom. Numbering the individuals' panels, or connecting them with arrows is a standard "guidance system".
5. Leave some open space in the design. An open layout is less tiring to the eye and mind.

Lettering

1. Word-process all text (including captions). Print on plain white paper with a laser printer or inkjet printer.
2. Text should be readable from five feet away. Use a *minimum* font size of 18 points.
3. Lettering for the title should be large (at least 60-point font). Use all capital letters for the title.

Visuals

1. Present numerical data in the form of graphs, rather than tables (graphs make trends in the data much more evident). If data must be presented in table-form, KEEP IT SIMPLE.
2. Visuals should be simple and bold. Leave out or remove any unnecessary details.
3. Use color to enhance comprehension, not to decorate the poster.
4. Make sure that the text and the visuals are integrated. Figures should be numbered consecutively according to the order in which they are first mentioned in the text.
5. Each visual should have a *brief* title

Text

1. Keep the text brief. Blocks of text should not exceed three paragraphs. Use text to:
 - introduce the study (what hypothesis was tested or what problem was investigated? why was the study worth doing?),
 - explain visuals and direct viewers' attention to significant data trends and relationships portrayed in the visuals, and
 - state and explain the interpretations that follow from the data. In many cases, conclusions can be summarized in a bullet-point list.

2. Cite and reference any sources of information other than your own,

Miscellaneous Suggestions

1. SIMPLICITY IS THE KEY. Keep to the point, and don't try to cover too many things. Present only enough data to support your conclusions. On the other hand, make sure that you present sufficient data to support your conclusions.
2. Before the poster session, rehearse a brief summary of your project. Many viewers will be in a hurry and will want a quick "guided tour" of your poster.