

RECOMMENDATIONS FOR POSTER PRESENTERS

Posters are a special type of presentation. When well designed, they are not simply journal papers pasted onto boards. Nor are they mounted sets of presentation visuals. Rather, posters, when effectively designed, are something in between. This web page discusses the special situation that a scientist or engineer faces when designing a poster and then suggests some guidelines to address that situation.

The purpose of scientific posters is to present work to an audience who is walking through a hallway or exhibit. In poster presentations at conferences, the presenter usually stands next to the poster, thus allowing for passers-by to engage in one-on-one discussions with the presenter. In other situations such as the hallways of laboratories, universities, and corporations, posters are stand-alone presentations for passers-by. For a poster to communicate the work, the poster first has to orient an audience that is not seated, but that is standing. Often the audience has distractions of noise and movement from other people. Given those distractions, a journal article tacked onto a board fails as an effective poster because the audience cannot concentrate for a time long enough to read through the paper. In fact, given the distractions that the audience faces, many in the audience will not even bother trying to read a journal article tacked onto a board.

So what then makes for an effective poster? This question is not easy to address because the expectations by the audience vary significantly from discipline to discipline. For instance, what an audience of a medical poster session expects differs significantly from what the audience of an engineering poster session expects. Nonetheless, we try to present some general guidelines that would apply to most situations in science and engineering.

First, the title of an effective poster should quickly orient the audience. Here are some guidelines for poster titles:

1. Make the title the most prominent block of text on the poster (either centre or left justify at the top).
2. Do *not* typeset the title in all capital letters (such text is difficult to read).
3. Use small words such as *of, from, with, to, the, a, an,* and *and* to separate details in the title. While phrase titles are most common, some scientists and engineers effectively use sentence titles for posters that present one main result. In such titles, state the result in the title and capitalize the words as you would in a sentence. Because the sentence title is a stand-alone, as opposed to being part of a paragraph, the period is generally dropped.

Second, the poster should quickly orient the audience to the subject and purpose. One good test is whether the audience recognizes the subject and purpose within 20 seconds of seeing the poster. Usually, a poster accomplishes this goal with a well-crafted title and with supporting images. Also, make sure that the type is large enough to be read and that enough contrast exists between the colour of the type and poster's background. Typography recommendations can be found in the poster template on the last page. [A PowerPoint poster template is also available](#) .

Third, the specific sections such as the results should be easy to locate on the poster. Once readers recognize what the work is, they decide how much energy to invest into the poster. For instance, many will read only the motivation for the work, the objectives (or goals) of the work, and then the final results. Others, who have a deep interest in the topic,

will try to read the poster from beginning to end. Given these different approaches to reading posters, another characteristic of an effective poster is that specific sections are easy to locate.

Fourth, you should design the individual sections of a poster so that they can be quickly read. Given the distractions that occur while reading posters in a symposium, the poster should not contain large blocks of text. Neither should the poster contain long sentences. If possible, the sections should rely on images: photographs, drawings, and graphs.

A poster quickly orients the audience to the topic of the work. This poster also identifies the purpose of each section and then supports those sections in a manner can be quickly read. It use a sentence headline to identify the main result of the research.

Here are some short tips for preparing and presenting a poster:

- Keep the presentation well organized and uncluttered.
- Use plenty of white space
- Use effective graphics as much as possible
- Use large font for all text. Should be clearly readable from a few feet away.
- Use very large font for heading (Title and Author)-should be readable from many feet away
- Stand to side of your poster, so that you're not blocking it.
- Be prepared to answer questions, but don't interrupt when someone is reading your poster.

WTC2009 POSTER DIMENSIONS ACCORDING TO THE TEMPLATE ARE AS FOLLOWS:

Width: 841 mm

Height: 1189 mm

[Download the A/0 poster template in ppt.](#)

Please be informed that we have introduced a new service for your convenience. We hereby offer you the possibility to print your poster locally, so that you do not have to be bothered with the production and transportation of your poster. Details are available at www.wtc2009.org .

Poster with Horizontal Layout: Title of Poster in Arial, Bold, 60-80 Points

Names of Authors in Arial, 44 Points, Bold

Department in 40 points bold

Institution in 40 points bold

Sponsor
Logo

Institution
Logo

Heading (Arial: 44 Points, Bold)

The first section of the poster should define the topic and show its importance. A good test is whether the poster can orient the audience to these two aspects in 20 seconds. Shown in Figure 1 are two possible layouts for a poster. This section was set in Arial, boldface, 36 points.

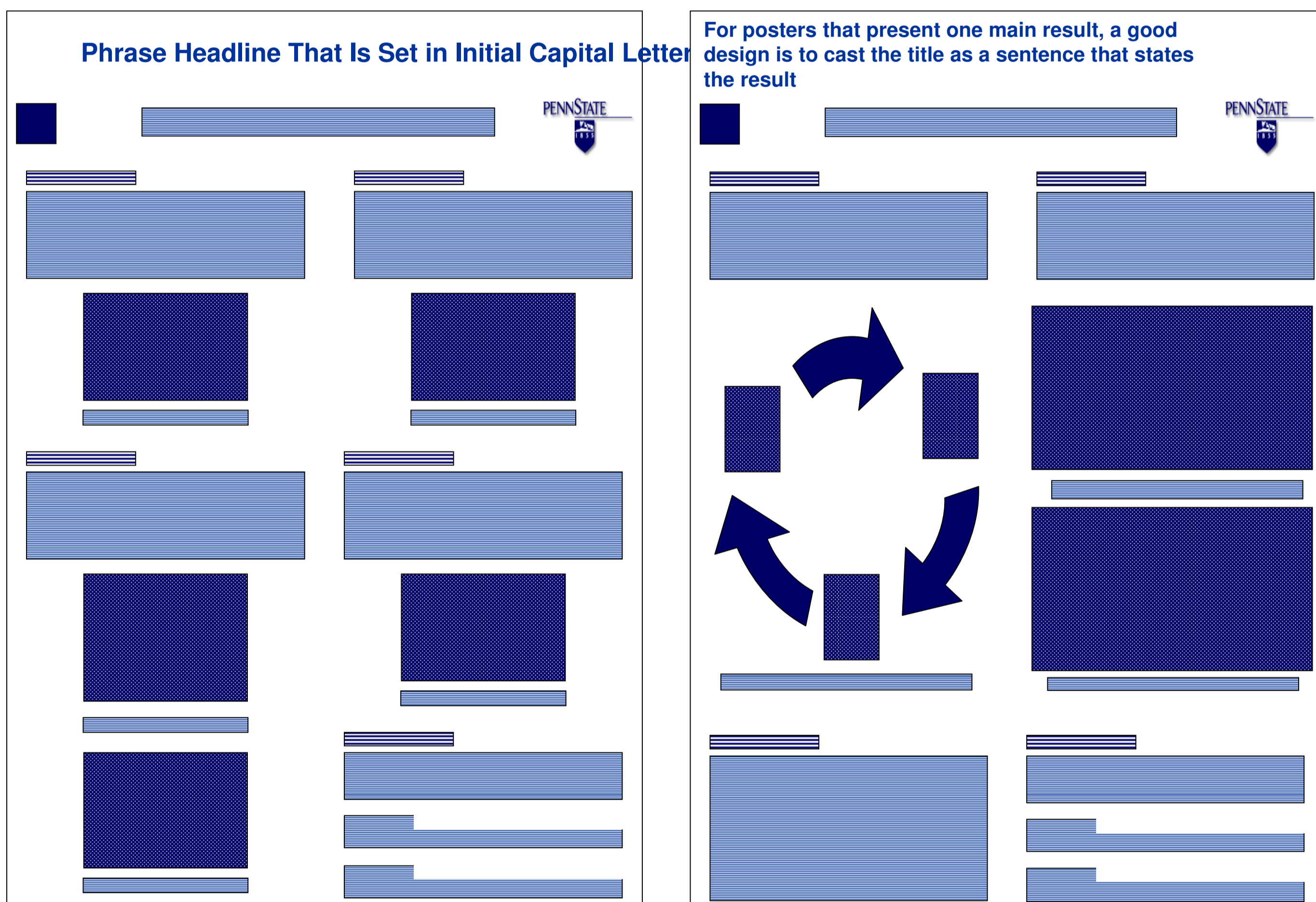


Figure 1. Two possible layouts for poster (caption: 32 points, bold).

Heading (Arial: 44 Points, Bold)

One section of a poster should present the results. Often the results can be depicted with graphs, such as for an experiment, or with drawings such as with a design.

Shown in Figure 3 are two more possible layouts for a poster. This section was set in Arial, boldface, 36 points. Note that the amount of type in the sections affects the choice, size, and boldfacing of the typeface. No matter the type that you select for the sections, you should still use a bold sans serif for the headings.

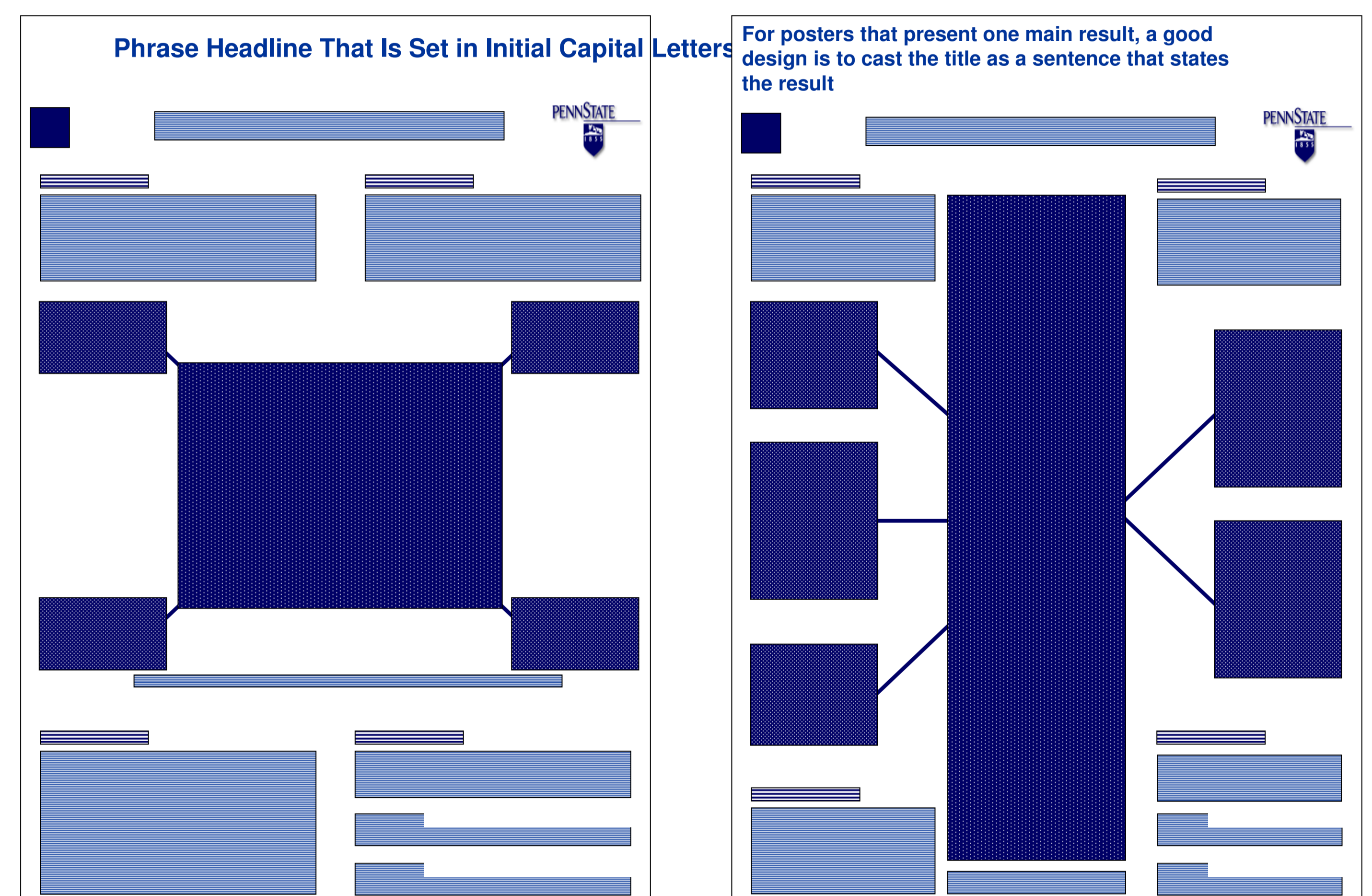


Figure 3. Two more possible layouts for poster (caption: 32 points, bold).

Heading (Arial: 44 Points, Bold)

The second section of the poster might serve a number of purposes: background information, methods, or system design. An important point with posters is to rely on visuals rather than long blocks of text to communicate. Figure 2 shows two more possible layouts for posters. This section was set in Arial, boldface, 36 points.

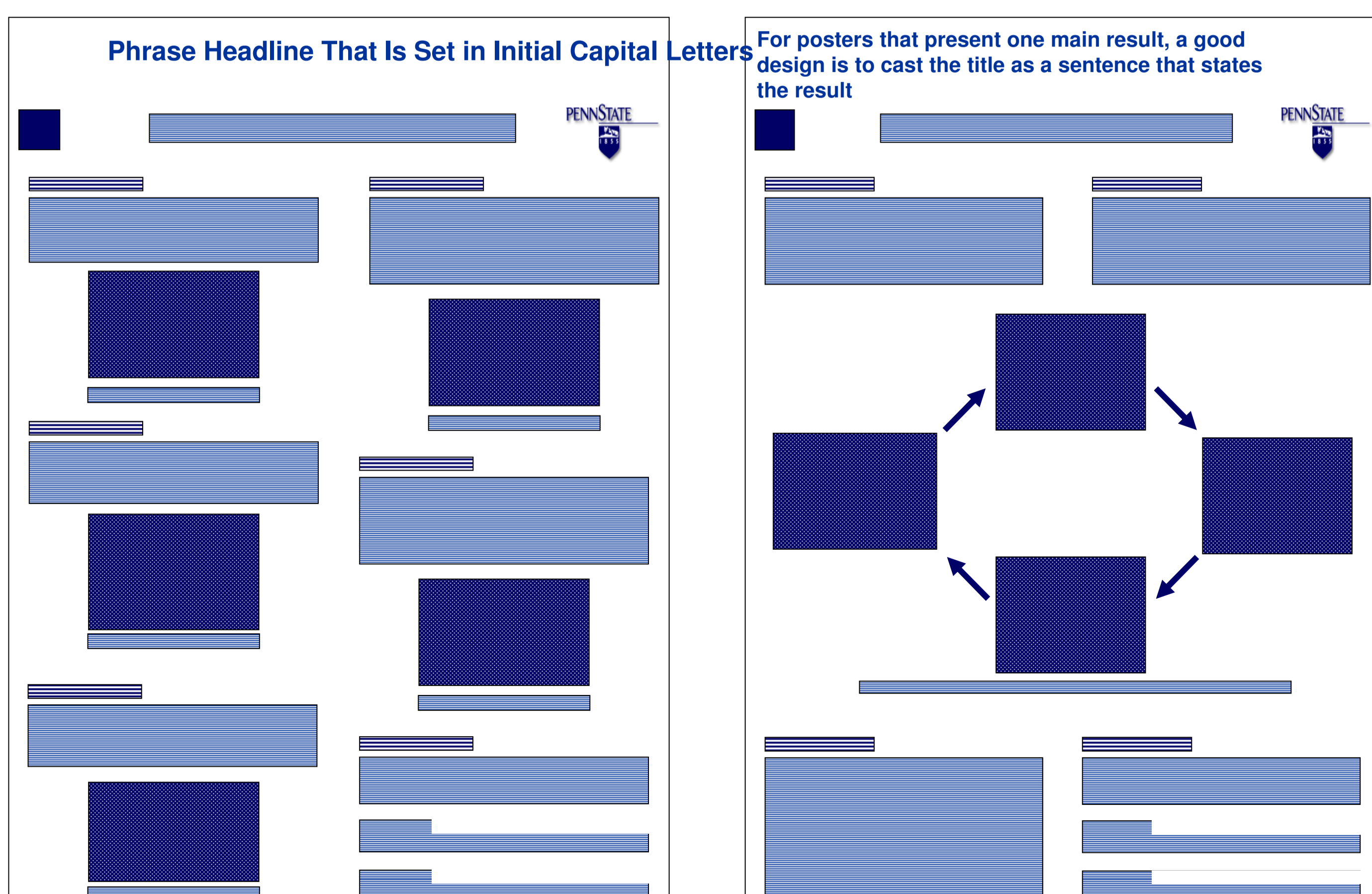


Figure 2. Two other possible layouts for poster (caption: 32 points, bold).

Heading (Arial 44 Points)

The final section of the poster generally provides conclusions and recommendations. This section was set in Arial, boldface, 36 points. As with the first section, this section is read by most passers-by.

Acknowledgments (Arial, 36 points, bold)

In this template, acknowledgments are set in Arial, 32 points. Try to keep the acknowledgments to one or two lines.

References (Arial, 36 points, bold)

First reference in Arial, 32 points, with reverse indent: alphabetical or numerical order.

Second reference in Arial, 32 points, with reverse indent: alphabetical or numerical order.