

## QUICK GUIDE: RESEARCH POSTERS

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**WHAT IS IT** Posters are widely used in the academic community, and most conferences include poster presentations in their programme. Research posters summarize information or research concisely and attractively to help publicize it and generate discussion.

**FORMAT** The poster is usually a mixture of text summaries and tables, graphs, maps, images and photos. At a conference, the researcher stands by the poster display while other participants view the presentation and interact with the author.

**GOOD DESIGN**

- Important information should be readable from about 3 m
- Title is short and draws interest
- Word count of about 300 to 800 words
- Text is clear and to the point
- Use of bullets, numbering, and headlines make it easy to read
- Effective use of graphics, colour (not too many colours) and fonts
- Font sizes: 32 for headings and 24 for main text is appropriate
- Consistent and clean layout
- Includes acknowledgments, your name and institutional affiliation

**STRUCTURE** The more concise your poster, the better. The structure should follow a simple outline: Introduction, Methodology, Results and Conclusions. Approximately 100-150 words per section is ideal. It is important that your poster is not wordy, as too much text can be off-putting for the audience. Only cite key references integral to your study, as references are wordy and space consuming. Use a smaller font to the main body text to reduce this.

**PRESENTATION** While presenting, guide the reader through your poster in a logical order. Don't read the poster out, but use it to illustrate your point. What you say can then be substantiated by figures and tables which you can refer to for emphasis. It is good practice to provide some background to your work at the start – it may sound obvious, but the audience may not necessarily know why this work is important and it is up to you to set the scene. Keep your presentation succinct and highlight the main points of your study.

**LAYOUT** Here are some layouts that work:

