

Some General Poster Presentation Guidelines

Posters offer a highly visual means of presenting research results and findings. Effective posters use a balance of text, graphics, and empty space to convey information so that it is easy to read and understand.

Here are a few suggestions to help avoid some of the potential pitfalls of poster design:

1. Plan a logical flow to your poster.
2. Utilize tables, figures, & photos effectively to convey key results.
3. Make text easy to read by using a font size that is visible from several feet away.
4. Less text is better: use bullets, lists, simple words, & short sentences.
5. Edit, condense, consolidate, and simplify; focus on your main points.
6. Text should support the graphics.
7. Graphics should be self-explanatory.
8. Use color to enhance, rather than distract, from your visual presentation.
9. Don't simply paste a typed manuscript on your poster board.
10. Aim for 20-25% text, 40-45% graphics, & 30-40% empty space.

Creating a truly effective and informative scientific poster is more technically challenging than presenting the same results with an oral presentation!

Useful References

Scientific Literature & Writing: Poster Presentations

<http://people.eku.edu/ritchisong/posterpres.html>

An effective poster is a *visual* communications tool

<http://www.ncsu.edu/project/posters/>

The scientific poster: guidelines for effective visual communication.

<http://www.nefsc.noaa.gov/publications/crd/crd0301/pdfs/poster.pdf>

Display boards (4' X 3'), tacking pins, and easels will be available at the Flatfish Biology Conference