



Poster Presentation Tips

Preparing Posters

- Try using light green or pale blue poster board instead of white – these colors are less glaring.
- Use dark or black markers for your text with contrasting colors for emphasis. Never write on posters in pastel colors (i.e. yellow, pink, or light blue) – your audience will be unable to read the visual.
- Use text large enough for the audience to see

Correct Type Size and Typeface:

- Titles should be approximately 3 inches high
- Subtitles, if used, should be 2 to 2 ½ inches high
- Text should be 1 ½ inches high

Presenting Posters

- To keep posters from sagging when placed on an easel, mount them on a foam core board.
- Avoid setting posters in the tray of a wall-mounted chalkboard or markerboard – both you and your poster will likely be too far from the audience.
- Be sure to stand to the side of the poster to avoid blocking the audience's view of the visual.

Hogan, J. M. (2011). *Public speaking and civic engagement* (pp. 248). Boston: Allyn & Bacon.

Hamilton, C. (1999). *Essentials of Public Speaking*.

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General Design Principles (taken from Robin William's *The Non-Designer's Design Book*)

1. **Contrast:** Avoid elements on the page that are similar. This is usually the most important visual attraction on the page.
2. **Repetition:** Repeat visual elements of design through the piece. This helps develop the organization and strengthens the unity.
3. **Alignment:** Every element should have a visual connection with another element on the page. This creates a clean, sophisticated look.
4. **Proximity:** Items relating to each other should be grouped together. This organizes information and reduces clutter.

Other Poster Session Tips:

- Select a concise and informative title.
- Include an abstract (a brief summary of the study).
- Present two to three key points from each section of your paper.
- In the upper-right-hand corner of the poster, place your conclusions and summary.
- Design figures and diagrams to be viewed from distance, and label each one.
- Include a concise summary of each figure in a legend below each one.
- Be prepared to provide brief descriptions of your poster and to answer questions; keep your explanations short.

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