Poster Presentation Checklist

Designing a Poster

- **Size**: No larger than 3 feet tall and 4 feet wide
- **Potential Layouts**: L-R flow in vertical columns; L-R flow in rows; 2 fields in contrast; L-R flow variation; Centered image or data set
- **Pitches**:
  - **Title** should be ~ 90-120 pitch
  - **Headings** ~36-54 pitch
  - **Text** ~24-36
  - **Caption labels** ~18-20
- Leave ½” margin around the entire poster so you can print at 100% scale
- Use **Sans serif font** [Calibri, Arial, Helvetica, Verdana, Tahoma]
- Include **adequate white space** to the guide the viewer’s eye; do not overwhelm the viewer
- Use bullet points rather than large blocks of text
- If appropriate, **craft informative headers** instead of generic headers such as “Discussion”
- Avoid distracting backgrounds
- Keep the poster **simple and clean**
- Use **high-quality, high-resolution images**
- Make sure there is **adequate contrast** between text and background and data sets
- Present data cleanly and clearly
  - Convert 3D graphs to 2D, remove grid lines, reduce numbers, maintain proper spacing in bar graphs, put a legend inside the graph, etc.
- Make data relevant to your message
- All images should be captioned and explained
- Stay consistent in your visual style throughout the poster

Presenting the Poster

- Present a **unified narrative**
- Be conscious of disciplinary differences
- Be prepared to give **5 minute, 3 minute, 1 minute and 30 second versions** of your poster
- Be able to **start your poster presentation from any point**
- Be able to summarize your project in **2-3 sentences**
- Be prepared to “**catch-up” late-comers**
- Be prepared to explain all data sets
- Make **eye contact**
- **Don’t block** the poster when presenting
- Use appropriate **volume; articulate; vary pace**