Recommendation for Preparing a Good Poster

The ideal poster is designed to provide a brief overview of your work, initiate discussion, attract attention, give you something useful to point to as you discuss your work, stand alone when you're not there to provide an explanation and let people know of your particular interest. A good poster should pay attention to layout, content, handouts and a range of other factors. A poster should be in **PORTRAIT format** no larger than **1200 in height and 750 mm in width.** A few hundred words is generally more than enough text.

Layout of the poster
Does the layout of the poster make it easy to read and understand?
• how 'appealing' and 'striking' the poster is: if the poster 'draws you into it' and makes you interested in it
• do not use too many colors
• the number of words (*too many, too few?*),
• the size of the font *(can anyone read it or do you need to get really close?)*
• diagrams/tables/figures (*do they make the poster clear or are they irritating and unnecessary?*)

Content of the poster
Does the content of the poster get the message across to the audience?
• the structure *(is it logical, e.g. background, research question, method, sample, measures, results, implications, references?)*
• the content *(is it methodologically correct, are results presented accurately, does the method answer the question?)*
• the authority *(are references broad, in depth and up to date?)*

Handouts
Are handouts given and if handouts are given, how clear are they?
• a handout can give more detail than the poster or can be a short abstract, it does not have to be just a copy of the poster

Other factors
• Does the poster include contact details of the presenter, the names of their collaborators or supervisors and their institution? Does the presenter have business cards (or equivalent) to hand out?