

Guidelines for Poster Preparation

A poster is a static, visual tool to communicate information and messages. Rather than discussing your work as you would in an oral presentation, a poster allows you to present your work in a visual format. During the poster session, participants will circulate throughout the room examining posters and asking the poster presenter questions about their work. You will be expected to be on-hand to provide further detail and explanation. The content of an effective poster presentation should be clear, focused, and concise and you should use visual documentation to elucidate and highlight your work.

Size and construction:

Posters should be A0 size, vertical.

Images and font should be legible from a distance of 100cm. It is recommended to use a *minimum* font size of 18pt with titles and subheadings in a larger font. 12pt font should not be used, except for bibliographic information.

Content and Layout

Posters should contain a minimum of four sections (introduction, methodology, findings, and summary or conclusion) as well as a highly visible title. Sections should have a clear and logical flow (read from left to right and top to bottom). A reader should be able to navigate the poster easily.

Poster Sections

- **TITLE:** Your title should include the full title of the project. Author name(s) and affiliations should be listed in smaller letters below. The title should be prominent and eye-catching.
- **INTRODUCTION:** Your introduction should outline the research topic and provide the reader the necessary historical, social/cultural and/or literary context of the project. The introduction should be no more than one paragraph.
- **METHODS:** This section should consist of a brief description of the methodology and sources employed to conduct your research.
- **FINDINGS:** This section should detail the findings from the research topic. Findings should be presented with short text statements and highlighted with pictures, images, diagrams, tables and graphs wherever possible. Try to ensure that text is clear and brief –focus on the most important aspects of the research findings and present only information that illustrates the main findings of the project.
- **CONCLUSIONS:** In the final section, summarise your work relating it to the larger research context. You may also use this opportunity to mention what new areas of investigation may be required to gain further insight into this topic.
- **Other** sections may be included, such as bibliographic information, as necessary and at your discretion. However, avoid crowding the poster with too much information.

Design Considerations:

- Use headings to display important messages.
- Use colour to best effect – to draw attention to important details and illustrations. Too much colour, however, may act as a distraction.
- Avoid using a large number of different fonts, colours, image templates, borders etc. Simple is usually better.
- Allow white space – too much text and images makes the poster more difficult to navigate.

For further information or queries please contact Stacey Scriver at stacey.scriver@nuigalway.ie