

## ***Other tips...***

'TAKE 100 HANDOUTS.' Use an abstract or press release. Include author name(s), mailing address, poster title, conference name and date. Include your e-mail address and the web-site address for your institution.

DON'T SHOW ALL THE DETAILS. Bring along detailed data, information on procedural details, more figures etc in a ring-binder so that they are available for discussion without cluttering up your poster.

TAKE MAILING LABELS. Bring labels if you're prepared to send material to people. Let them write their name and address directly on the label and save yourself the bother of reading their handwriting. Before removing the label from the backing, make a photocopy so you have a record of who was interested in your work.

### **SUGGESTED SIZE**

2.5 cm  
—  
1 in.

**Title**

1 cm  
3/8 in.

**Text**

# Tips for a readable POSTER

**Start with your conclusions**

**Use less and larger text**

**Emphasize figures and illustrations**

*Tips for a readable POSTER.*

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<http://edu.medsci.uu.se/occmcd/poster/default.htm>

# SUGGESTIONS FOR IMPROVING YOUR POSTER

## Use less and larger text!

### Tips for a readable poster

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#### 1 — Conclusion

Place your conclusion in the upper left hand corner of your poster. Your conclusions is your primary "message" and should be one of the first things a reader sees. Make your text legible.

#### 2 — Introduction

A poster is an ad, not a report. Present your research question or problem as simply and concisely as possible.

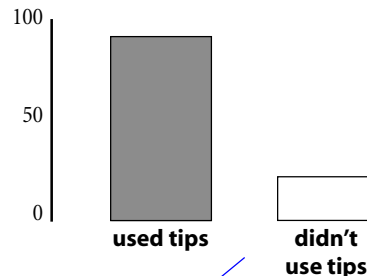
#### 3 — Method

Reduce the amount of text – Say what you have to say in 250 words or less. Use simple figures or drawings. Show the most important parts and save details for a talk with your public or for material you distribute.

#### 4 — Results

More people will come in contact with you and your research. You will have more time to talk with people.

Mean number of readers at 100 conferences.



Hand-  
outs

1 Use a column format to create order among text and illustrations.

2 Number and title sections.

3 Use simple fonts, preferably sans serif (no "feet") for both titles and text.

4 Limit the use of CAPITALS, lower case letters are easier to read.

5 Present the text in paragraphs or blocks of 4-5 rows of 35-45 keystrokes per row. Longer row lengths are difficult to read while standing.

6 A reader friendly poster leaves empty space so that a reader can "see" the content.

7 Use simple figures and illustrations. Less is more. All text should be horizontal.

8 A single background color unifies a poster and distinguishes it from neighboring posters. Lighter pastel colors are best as backgrounds. Using too many colors confuses and distracts the reader.

9 Reveal the conclusion in the title. Use short titles.

10 Emphasize by using **Bold** or *Italic* styles, but never underlining.

11 Bullets, arrows and shadows can be used to highlight important points. Use highlighting techniques sparingly.

12 Left aligned text is generally best since the reader can more easily move their eyes from row to row. Justified text (straight right margin) should be avoided.

13 When using color, avoid using red and green next to one another. Many people are color-blind.