

## **Suggestions for Effective Poster Presentations**

Posters provide a very interactive presentation mode. It is not just a written research paper stuck to a board. An effective poster uses a different, visual grammar. It should be centered around two or three key points supported by the title, graphics, and text.

The poster should be able to “stand alone”. That is, it should be understandable even when you are not present to explain, discuss, and answer questions. This quality is highly desirable since you may not be present the entire time posters are on display, and when you are engaged in discussion with one person, others may want to study the poster without interrupting an ongoing dialogue.

- A poster shows, not tells. It expresses your points mainly in graphical terms.
- It guides the viewer by using a visual logic, with a hierarchical structure that emphasizes the main points, ideas, hypotheses.
- All elements, even the figure legends or picture captions, are visible from 4 feet away.
- It displays the essential content - the messages - in the title, main headings and graphics. It indicates the relative importance of elements graphically: each main point is stated in large type-face headings; details are subordinated visually, using smaller type-face. The main headings explain the points, rather than merely stating "results" and letting the viewer hunt for - or even worse, invent - the message.