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# POSTER PREPARATION GUIDELINE

An academic poster is a graphic and textual method of presenting information. An effective poster balances the content (information) and the layout (how the information is presented). To convey the information, a presenter could use a range of visual techniques such as illustrations or schematic diagrams, arrows or flow charts (to direct visual attention) and cues such as bullet points, colour and design rather than just an explanation using text.

Why present a poster?

Posters are an effective method of presenting academic work or research in progress and, because some information is better presented visually, a poster may be more memorable than a verbal presentation. Posters are often included in the scientific program of a conference, and are usually displayed during a conference with times allocated for presenters to be available to discuss their content with attendees. The main message of a poster needs to be clear and understandable without a verbal explanation.

**Poster Components**

1. Title, authors and institutions
2. Introduction:

Introduce the topic concisely. A review of previous research and research problems can be included here (~200 words).

1. Objectives
2. Methodology:

Describe the steps in your project. Recommended to use a flow chart.

1. Results & Discussion:

**More space** should be devoted to the results and discussion section. Separation of this section into two different sections is also permitted. Data can be displayed in graphs, tables or images that are easy to read. Make sure they are clearly labelled. All figures should have a figure legend explaining what type of experiment was performed, a brief description of the data, and what the results demonstrate.

1. Conclusion:

Summarize the main points. Briefly describe what will happen next for your project (~200 words).

1. Acknowledgements:

Appreciation of individuals and/or institution(s) that contribute to research work. Sources of funding also can be included (~40 words).

1. List of references : 3-10 citations.



**Features of an academic poster**

The features and content of each poster will vary depending on the purpose and the topic. For example, the purpose of the poster may be to chart a history of something; describe an educational program; explain research in progress; demonstrate a piece of equipment or a technique; document an organisational structure or describe a product or process.

# Preparing Poster using Microsoft PowerPoint

1. Make your poster interesting. It should grab the attention of the viewer and be easy to understand.
2. Keep all written material to a minimum.
3. Colour selections should be simple and pleasing to the eye. Don’t overuse colours: using only two or three colours will help unify the poster. Use more intense colours for borders, contrast and emphasis. Too many colours can be distracting.
4. The poster should fit into a computer widescreen size (Open PowerPoint > Design > Slide Size): Width 33.9 cm X height 19 cm.
5. Arrange your material according to poster components.
6. Recommended to place materials in boxes.
7. To add text, click on “insert” on the menu bar and choose “text box.” Then click where

you want the text box to be and start typing.

1. Select font colours and background colours to maximize contrast. A dark font on a light background is easier to read.
2. Choose a suitable font size and style that can be read easily.
3. Text boxes can be resized by clicking on a corner and dragging.
4. Organize and reduce long text. Use bullet points, lists or tables to increase accessibility, clarity and quantity of information.
5. Images can be added with copy and paste commands or by importing.
6. Figures and tables often convey information more efficiently than paragraphs of text.
7. Check and correct spelling, clarity of meaning, illustrations, figures etc.
8. Avoid abbreviations, acronyms and jargon (Technical words are OK, but make sure the audience understands them or definitions are used appropriately where needed.
9. Make sure the images can be seen clearly although it is zoomed in.
10. Save the file in PDF format before the submission.