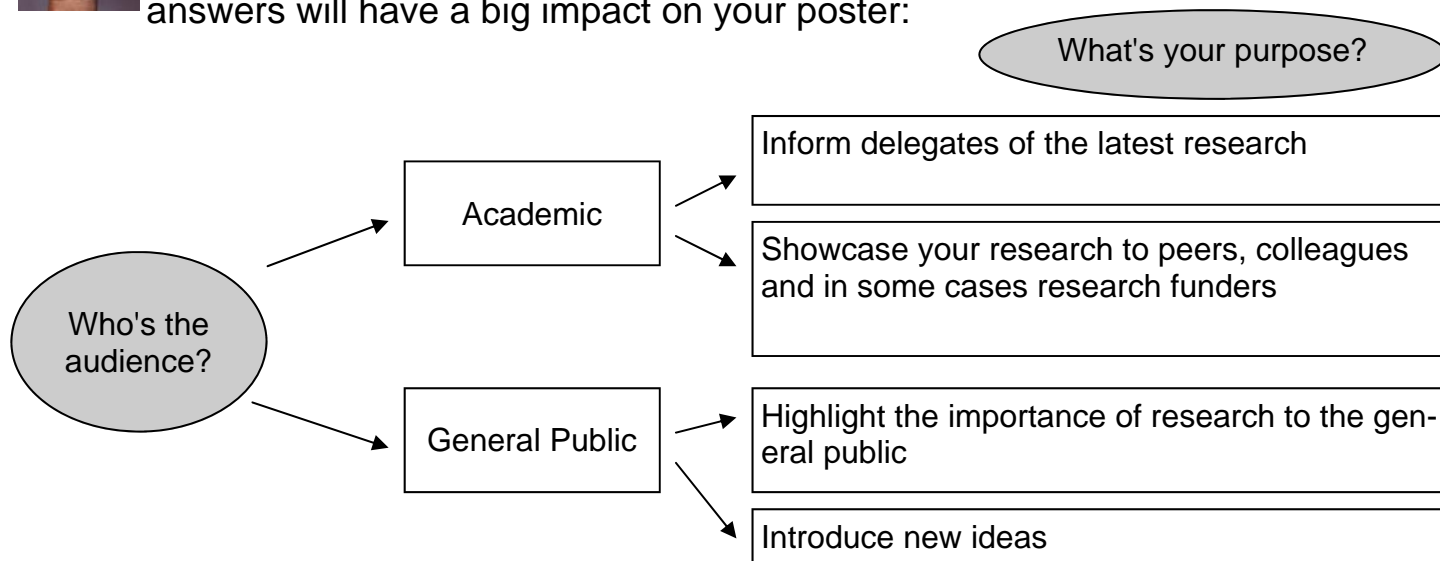




## Planning

Before you do anything you need to ask yourself a few questions about the differences between academic & general public posters as the answers will have a big impact on your poster:



For this event it is not good enough to enter a poster you have previously used at an Academic conference. The audience will be very different and you may have to alter your language, content and even re-think what message you want them to remember!



## Beginnings and Ends.

Remember this is a poster for the general public and it is important that you first engage their interest, why should they look at your poster? And then when they've gone, they should be able to remember the main point of your poster

Stick to ONE main message that you want them to remember, then hook your audience to it with a good title!

### GRAB THEIR ATTENTION!

The range of ones perceptions, thoughts or actions—the contribution of the Information Professional in developing “draft scopes” for NICE technology

Electromyographic activity of quadriceps femoris during exercise in adults with acute cruciate ligament injuries

Testosterone deficient Tfm Mice Exhibit Increased aortic Fatty Streak Formation Following Cholesterol Feeding

From Superbugs to Forest Frogs and Lost Ants – A Typical Tale from Organic Chemistry

**Vs**

How To Be A Woman And Not Die In The Attempt

The Aerodynamics of Footballs

There are parasites in your brain that change the way you behave, fact or science fiction?

Which Poster would you read?

Remember however, your title must still be relevant and make sense too.

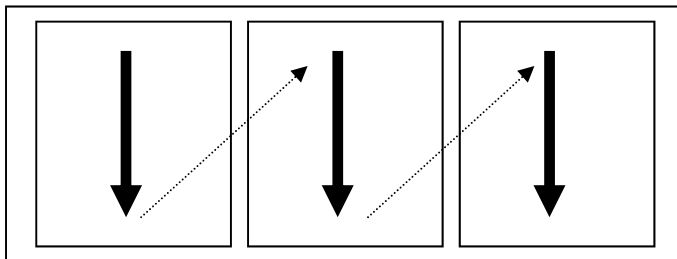


### Give them a Story

Once you have agreed on your main message and you have an interesting title to entice your audience you need to fill in the gaps.

Your poster, like all good books, should have a middle, beginning and an end. However this doesn't necessarily have to be in the form of introduction, methods, results & conclusions in fact its probably better if its not because you only have a limited amount of space!

- Keep the content relevant to your main message.
- Keep the amount of text to a minimum, a good poster should only be 20% text, 40% graphics and 40% empty space (no really!) Don't overfill the space you have available!!
- Make sure the layout is clear so your reader knows which way to read it.



Ideally from left to right and top to bottom. Don't leave your reader unsure of where they are to look next. If in doubt use arrows or provide numbered sections



### Graphics & Text

Avoid technical language and use plain speaking. For example the broadsheet newspapers of this country have a reading age of just 14! Use the active voice e.g. "it can be demonstrated that" and "This shows". Make sure any figures or tables are clear and understandable. Don't include excessive amounts of data, try to simplify it to make your point.

EVERYTHING on your poster should be readable in 5 MINUTES from 5 FEET away (that's 1.5m in metric) .Try to stick to the text heights below:

# Title 25mm

## Sub-headings 10mm

Text 5mm- Do not go smaller than 5mm high for text, firstly no one will read it secondly, it won't be legible on the web site!

Finally make sure you use a sans Serif font like Arial or Helvetica as these are easy to read and clear



## Common mistakes

And finally here is a list of common mistakes which should provide a useful checklist for you once you have put your poster together.

- Bland Titles that are too long and include technical jargon
  - Authors names and affiliations that are too small
  - Poor resolution graphics and affiliation logos
  - Too much text
  - Text type that is too small (remember it must be possible to read in 5 mins from 5 feet)
  - Lack of graphics at all - no one outside your field cares enough to want to read a whole A1 page of text about your PhD topic, sorry
  - Text type that is too large causing excessive hyphenation at the end of lines
  - Wrong font type - Just because its for the general public doesn't mean you can endlessly play around with funny font types, keep it clear and simple.
  - Use of non explained technical language
  - Directional flow of information is not clear / confusing layout
  - Not leaving enough blank space
  - Overpowering use of graphic backgrounds
  - Complicated or distracting graphics
  - Inappropriate use of colour, text and background i.e. red on green or purple on blue
  - Inclusion of unnecessary material
  - Do not use complicated diagrams or data tables
  - Posters which are too big or too small for the display boards used.
  - Poor proof reading
  - Poor English
  - Endless lists of references - posters for the public do not need to be referenced.
  - Acknowledgments are also not required.
- 

Unfortunately some subjects lend themselves positively to being communicated to the public, while others are much harder but that doesn't mean its impossible its just more of a challenge!

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## References

Gosling, P.J. (1999) Scientist's guide to poster presentations. Kluwer Academic / Plenum Publishers.

Nicol, AAM and Pexman, PM. (2003) Displaying your findings; A practical guide for creating figures, posters, and presentations.