

The ACS Style Guide: A Manual for Authors and Editors, 2nd ed.

J.S. Dodd, ACS, Washington DC, 1997.

“With a poster, any oral component is minimal and less structured and will depend on the nature of a viewer’s questions and comments.”

“What you want is a good-looking poster—one that looks as though you are about presenting your work and one that will entice a viewer to stop and look—but above all one that promulgates your scientific message. The message should leap to the eye and be remembered, not the fact that you have pasted your information on purple poster board at an unusual angle.”

Other Resources

Creating Effective Poster Presentations :: An Effective Poster

George Hess :: Kathryn Tosney :: Leon Liegel

<http://www.ncsu.edu/project/posters/NewSite/index.html>

How to create a poster that graphically communicates your message

Kathryn Tosney

<http://www.bio.miami.edu/ktosney/file/PosterHome.html>

Advice on designing scientific posters

Colin Purrington

<http://www.swarthmore.edu/NatSci/cpurrin1/posteradvice.htm>

Edward R. Tufte

Visual Explanations

Envisioning Information

The Visual Display of Quantitative Information

Beautiful Evidence

Large Format Printing at Oswego

<http://www.oswego.edu/cts/services/instructional/cmd/printer.html>

SUNY Oswego Graphic Standards and Logos

<http://www.oswego.edu/administration/publications/idguide.html>

Triple Helix Conference

<http://www.nus.edu.sg/nec/TripleHelix6/callpaperc.htm>

(copied from above Web site)

Poster Planning Guidelines

If this is your first poster presentation, please keep in mind that the difference between a poster and a paper presentation is that you should let your poster do most of the “talking”, i.e. the poster should communicate the essence of your message. Your task will be to answer questions and provide further details, to “drive” the interested attendee through your poster.

Here are some guidelines to help you plan your poster:

- * Keep the material simple. Your poster should cover the **KEY POINTS** of your work. Make your poster as self-explanatory as possible. This will save you time to use for discussions and questions.
- * The ideal poster is designed to:
 - o attract attention
 - o provide a brief overview of your work
 - o initiate discussion and questions.
- * Make full use of the space, but do not cramp a page full of information as the result can often appear confused.
- * Be concise. Write short sentences and use only pertinent information to convey your message
- * Display your results clearly to attract people who have an interest in your work. Present only those that illustrate the main points of the project.
- * Prepare a few handouts that explain the information in more detail.
- * Use colour for highlighting and to make your poster more attractive. Think about what attracts you to posters and other visual displays. Use pictures, diagrams, cartoons, figures, etc., rather than only text wherever possible.
- * Choose background and foreground colour combinations that have high contrast and complement each other. Do not use too many colours. Use preferably the light colour for the background as that is what people are used to seeing.
- * Avoid using more than 2 font types as too many would distract the attention of the attendee, especially when they appear on the same sentence
- * Use fonts that are easy on the eyes, such as Times New Roman or Arial.
- * Use a large font for the title and headings, and label all figures and images.
- * Prepare a short presentation (several minutes) that you can periodically give to those assembled around your poster. Be prepared to give it several times as people move through the area.