



Poster Presentation Guidelines and Advice

Guidelines

Size: Posters must fit within an 8-feet × 4-feet display board. You **MUST** change the page size and compose the poster in the page size you would like the poster to be printed in. This greatly affects image quality.

Software: Word doesn't have page sizes appropriate for posters. Use PowerPoint, Microsoft Publisher, or Adobe InDesign depending on your comfort level and what is available.

Criteria Example: [GSA Annual Meeting Presentation Criteria](#)

10 Tips for an Effective Poster Presentation

- 1) Keep your poster organized:**
Include: Abstract, Introduction, Methods, Results, Discussion. Posters should flow visually to aid reading.
- 2) Consider poster size:**
Figure out how much you have to say, and how much space will be needed. Avoid a cluttered poster.
- 3) Have your poster finished early:**
You need to have it printed before you reach the workshop, and you want time to **proofread**.
- 4) Be direct and concise:**
Your message needs to be delivered quickly. Most people spend between 3 -5 min. at a poster.
- 5) Think carefully about fonts:**
Novelty and script fonts are hard to read. Choose appropriate fonts at an appropriate size.
- 6) Think carefully about color:**
Think carefully about background and font colors. Keep the color scheme simple.
- 7) Keep your poster balanced:**
Too much of any element in one place is detrimental. Balance the text with the images.
- 8) Think about your body language:**
Open body language encourages people to look at your poster and engage in discussion. Don't stand directly in front of your poster – stand to the side and face into the room.
- 9) Don't disappear:**
You need to stay by your poster. Be there to promote your work!
- 10) Be prepared for questions:**
Questions demonstrate interest! Take time to think about the type of questions you might ask to help prepare for discussing your work confidently.

Additional Resources on Effective Presentations:

- [Strategies for Creating a Conspicuous, Effective, and Memorable Poster Presentation](#), a GSA Today "Groundwork" article by Jay P. Zarnetske and Phoebe L. Zarnetske
- [Designing conference posters](#), by Colin Purrington
- [Visual and UX design principles can improve the effectiveness of poster sessions](#) (includes downloadable templates), by Derek Crowe
- [How to Make a Scientific Poster](#), by the NCAR/UCAR GEO REU Resource Center
- [Do's and Don'ts of Poster Presentation](#) by Steven M. Block
- [Poster Presentation Size Options](#)
- [Making Effective Scientific Presentations](#) by Gary Lewis
- ["Butter" Poster Template](#), by Derek Crowe
- [Standard Poster Template](#), by the NCAR/UCAR GEO REU Resource Center