

# How to prepare a poster

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# Preparation

- We use usually powerpoint
  - Select “Design” or “Planning”
    - Select “Size of slides”
      - Set the size, i.e., 90X110 cm
        - Adjust size of schemes, figures, diagrams and text- In case we use corel or another graphic designer
  - Select the size of the poster/figure, i.e., 90X110cm
    - Adjust size of schemes, figures, diagrams and text
- As alternative to powerpoint we can use Microsoft Publisher, following almost the same selections

# Working with powerpoint

- What is the size of the posters?
- We are preparing the poster in the correct size and format
  - The poster should be easily readable from a distance of at least 180-200 cm
- We prepare the poster in such a size to cover all available place in the stand
- If, for example, we have a poster sized 60 X 60 cm in a space of 120 X 200 cm it means
  - There are no results – there are no important findings
  - The size of letters, tables and figures is quite small

# Useful tips

- Limit the length of the text
  - They're not going to bother reading it
- Emphasize images
  - Try to tell the story of your work mainly through graphics
- As a layout, it is very nice to have the summary on the top left and the final message of the results on the bottom right
- In a poster, perhaps the most critical evaluation criterion is the title
- The title will entice the audience to stop and engage with your work
- A title structured as a sentence helps the audience understand the goal of the work

# Useful tips

- Regarding the content we follow the same rules as in the scientific talk
  - Brief introduction
  - Explaining the meaning of what is presented (mostly with figures)
  - Description of results with logical continuity
  - Give examples to support your arguments
  - Do not fill the space with details and tables
  - Write a clear summary conclusion

# Useful tips

- It is useful to have empty (white) space in the final form of the poster
- Color is useful in figures, especially to differentiate them
  - Be careful about the color you choose!
- Keep the figures as simple as possible!
  - Figures in a poster are simpler than in a scientific article, but may be more complex than in a speech
- If the same result can be presented in a table or a figure, prefer the figure

# Useful tips

- Figures and tables should have titles or subtitles, as in publications, but shorter
  - The audience should easily understand what they are seeing!
- Text should be written in nice round letters (e.g. Arial)
  - Don't use different (various) fonts
- It is often useful to have the poster printed in order to give it to those interested