

## AcademyHealth Suggestions for Designing Your Poster

### Size of Board/Method of Display

Poster boards measure 4 feet high and 8 feet wide from edge to edge. We recommend that your poster be slightly smaller than the board at maximum: 3x6 feet (36"x72") is ideal. We also recommend your display be printed on paper or lightweight poster board so it can be attached to the board with push pins.

### Organization

Design your poster to highlight the major points of your research and stimulate feedback. The following format is suggested: research objective(s); study design; principal findings; conclusions, relevance to policy, delivery or clinical practice; and research funder(s). Present enough information but avoid overcrowding. We do not recommend using PowerPoint slide print-outs.

### Graphics

Consider various options for presenting the salient points of your research. Use graphs to clarify and emphasize the key relationships between figures. Be sure graphs are precise, clearly labeled, placed near the companion text, and large enough for people to read easily. Select the type of chart that best illustrates your point. If using tables, make sure columns are not too narrow, too numerous or too long – so they can be easily read. Use tables only when simpler visuals like graphs or charts won't suffice.

### Arrangement

Design the flow of information from left to right. Use lines, frames, contrasting colors, or arrows to call attention to important points.

### Lettering

Select a simple font and use it consistently. Use both upper and lower case letters, especially in the body of your presentation. Make lettering large enough to read from at least three feet.

### Color

Use color to attract interest and to dramatize similarities and differences. Emphasis may be lost if more than four colors are used. The background color of the poster boards is light gray or beige.

### Transporting Your Poster

#### *Carrying.*

If you are having your poster made professionally, we suggest rolling and carrying it in a protective tube. Alternatively, construct your poster in small panels so it will be easy to carry. Portfolio cases are available from art supply stores.

#### *Shipping.*

If you plan on shipping your poster, you must address it to yourself at your hotel. AcademyHealth does not accept responsibility for posters.

### Presenting Your Poster

#### *Practice.*

Rehearse your presentation and memorize points you want to emphasize during the poster session. Know where various points of emphasis are located on your poster so you can refer to them as you talk with viewers without turning your back or blocking their view.

#### *Handouts.*

Please post your contact information on your poster board and, if possible, provide one-page summary handouts. Many of our participants request this on the evaluations.