

GUIDE TO CREATING A POSTER PRESENTATION

All Wales Special Interest Group / Special Oral Healthcare

www.sigwales.org



What is an academic poster?

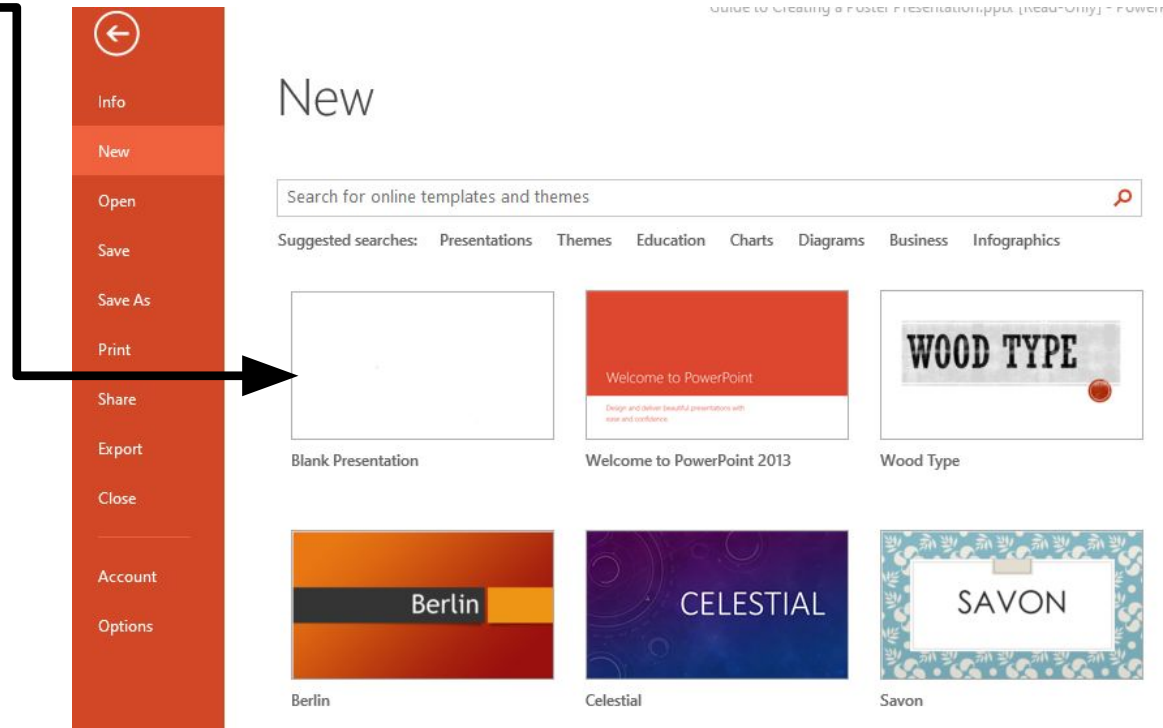
- An academic poster is a visual way of communicating information
- It needs to grab attention and convey a message in a compelling way
- It should include a mixture of text and graphics
- They should be referenced appropriately
- They should be designed so others can read and understand the information quickly

What you should know before you start ...

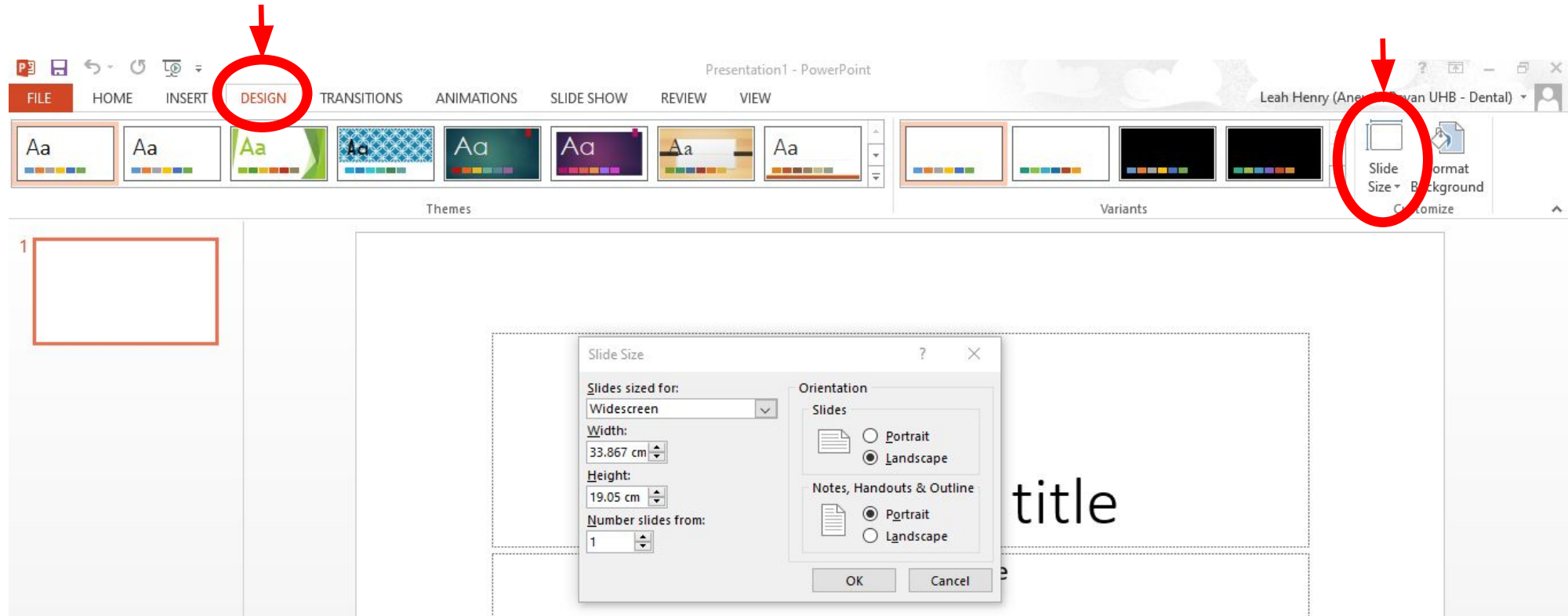
- The category you are entering e.g. Dentist / DCP
- That your topic meets the brief of the poster competition (you may be asked to submit an abstract for approval before you start your poster)
- The size of the poster required (Ao)
- Whether they want the posters presented landscape / portrait – SIG 2024 PORTRAIT
- Any word limit

PowerPoint

- Microsoft PowerPoint is a useful tool to use to create a poster
- Create a 'blank presentation'

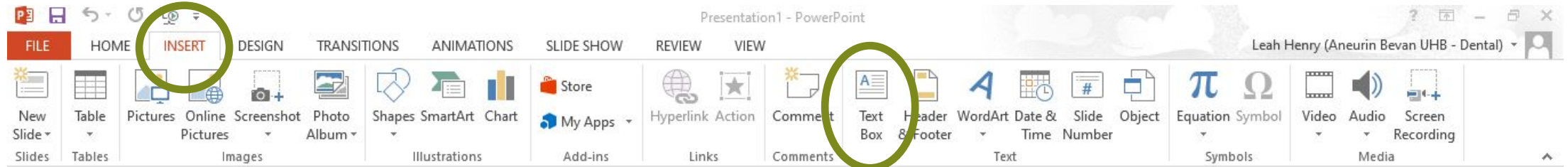


- To ensure your poster is the correct size and orientation, select the 'Design' tab then 'Slide Size'

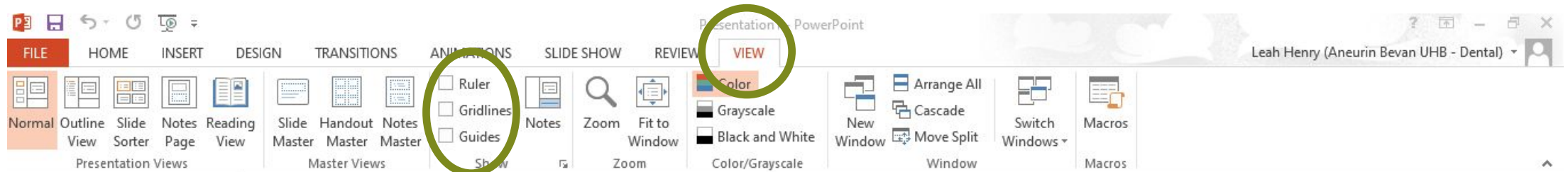


- Use the 'Custom Slide Size' option to format the size and orientation:
 - A0 poster in portrait – 1189mm x 841mm

- Design your poster by adding text boxes and image boxes



- There are features within PowerPoint that help to ensure that the layout is consistent and content aligned:
 - Ruler – horizontal and vertical
 - Guides – moveable dotted lines that appear on the screen but do not print



- You may be asked by the printing service to save as a PDF prior to printing

Formatting your poster

- Content should be clearly and logically laid out using headings and subheadings
- Examples of subheadings:
 - Introduction
 - Method
 - Results
 - Discussion
 - Conclusions
 - References

Layout tips

- Have a clear point of entry for the reader
- Have a logical structure – your poster should read from top left to bottom right, like reading a page
- Consider using arrows / numbers to guide the reader

Design Tips

- Avoid over-complicating your design – don't use a lot of different fonts and colours
- Avoid overcrowding your poster – use margins to separate information and images – white space is good space!
- Maintain a good contrast between the background and the text e.g. light colour background and dark text
- To prevent cropping when printing, have a 2.5cm margin around the edge of the poster

Text Tips

- Recommended fonts:
 - Arial
 - Verdana
 - Garamond
 - Palatino
- For consistency use the same font throughout
- Use **bold**, *italic*, UPPER CASE and bullets for emphasis
- Use line spacing to help make text fit in a text box / space you want it to
- Make all headings the same size and use the same font size throughout
- Normal text minimum:
 - Body text – 18 point
 - Headings and subheadings – 22 point
 - Main title – 46 point

Referencing

- It is important to reference all material as you would for any academic writing
- If a referencing style hasn't been specified by the organisers, Vancouver style referencing is best for a poster presentation
- A useful guide to Vancouver style referencing can be found at:
www.imperial.ac.uk/media/imperial-college/administration-and-support-services/library/public/Vancouver.pdf

The Day of the Presentation

- Take something to stick your poster up with (this isn't always provided)
 - Sticky velco works well
 - Safety pins
- Be prepared to stay with your poster during conference break times to answer questions

Finally ...

Your employing trust will likely have a media service that can offer support with poster design and printing

Get feedback from colleagues and friends before submitting