

Guidelines for Poster Development

General guidelines

- Posters provide a self-paced education strategy. Effective posters make a complete statement without a verbal presentation.
- Consider the audience when planning poster content: Who will read the poster?
- Sequence of poster content should be left to right and top to bottom
- Sentences less than 20 words; **remove any unneeded** words
- Aim to answer the question of how little (not how much) of the content is needed to deliver the message adequately? Be very critical in removing any unneeded words. Avoid abbreviations, jargon, acronyms
- Use headings for each section
- Determine if you need to include all sections, **avoid repeating information**
- Consider having handouts available for project details. Include author's name, credentials, contact information and affiliations on handouts.
- Consider peer review of your poster before submitting to AV
- Edit and revise until you and others are satisfied with content and presentation

If you use AV for poster development:

- Provide AV with a typed copy of the final version of the poster content at least 3 weeks before needing the poster. Place poster content in a folder. Identify a contact person name and phone number.
- Notify AV of any poster specific dimensions, transport needs and display type.
- AV will make suggestions for font size and graphic display of information.
- Authors are responsible for proofing the draft poster for content, spelling and format before the final poster is printed.
- Identify the type of graph you are planning (pie chart, bar graph, scatterplot). Provide the raw data points typed on a sheet of paper. Graphs provided in PowerPoint will not work. Identify where to place on poster
- If photos needed, include request of photo or permission to use photo (consent).

Suggested poster content should include:

- **Title:** Explains subject, less than 10 words, readable from 3-4 feet and no longer than 2 lines
- **Author:** List author's name, credentials and affiliation. Order the list of names alphabetically.
- **Goal/Objective:** Include one statement describing the problem studied.
- **Background:** Short descriptive paragraph of the topic. Key points for audience to know?
- **Methods:** What PI process did the individual or group use?
- **Results:** Describe the results that answer the question or provide clinical problem solutions. This section may include tables, graphs, charts and/or photos.
- **Clinical Implications:** Value to practice, hospital, group, and/or community.
- **Conclusions:** A summary of 3-4 project conclusions supported by the project

data/results. Provide suggestions for implementation into clinical practice.