

Poster Presentations: What, Why, Where, When and How

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What?

- A poster is a visual presentation on a topic of interest
- Created on a large piece of paper or board
- Display options
 - tack to a cork board
 - hang on a wall
 - set up on an easel or table top
- Portability
 - roll into a tube
 - press to foam core
 - carry in a case
- Size considerations
 - ask and work with conference planners
 - orientation: landscape or portrait



Why?

- Communicate with colleagues
- Educate and inform peers
- Report on projects
- Review history
- Share research results and ideas
- Tell a story
- It's fun!



Where?

- At local, national and international professional meetings
 - Utah Library Association
 - Mountain Plains Library Association
 - American Library Association
 - Public Library Association
 - Medical Library Association
 - International Federation of Library Associations
- In a designated place
- In exhibit hall
- Other conference space

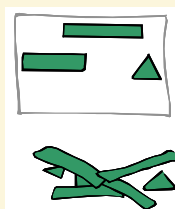


When?

- Generally at an annual meeting
- Call for posters advertised by conference planners ahead of meeting
- Submitted abstract is accepted
- By invitation

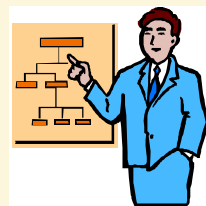
How do you do a poster?

- Select a meaningful topic
- Gather content and organize information
- Determine size
- Use computer software
 - PowerPoint
 - Adobe Illustrator
 - Adobe Photoshop
 - QuarkXPress
- Create a design layout, determine colors and fonts
- Print poster -- ask for a proof



How do you present a poster?

- Poster is displayed for a limited time
- Ideally scheduled during a no conflict time
- Lots of other posters
- Presenter stands near the poster to answer questions about subject content
- Handouts are optional
- Attendees browse the poster aisles
- Will attendees stop at your poster?
 - time constraints
 - 3 seconds to catch their attention
 - 30 seconds to gain overall understanding of topic
 - 3 minutes to read the poster
 - presenter enthusiasm
 - poster content
 - poster design



Designing an Attractive Poster

- Content is important
 - present text using bulleted lists
 - distill the essential message; edit ruthlessly
 - use pictures, tables and charts to tell the story
- Text issues
 - flows from left to right
 - readable from a distance
 - avoid all CAPS and excessive use of font styles
- Effectively use design principles
 - repetition
 - emphasis
 - balance
 - consistency
- Effectively use design elements
 - line, shape, form
 - texture, space
 - size, scale, value
 - color
- Rule of thumb
 - 20% text
 - 40% graphics
 - 40% white space
- Consider the needs, interest and level of understanding of the audience

Design Principles and Elements



Balanced poster



Poster exhibiting consistency



Color



Shape and texture

Thanks to Susan Roberts, Multimedia Developer, for help with the designing section.