SUGGESTED GUIDELINES FOR PREPARING EFFECTIVE POSTERS
(adapted from the Society for Neuroscience)

A poster should be self-contained and self-explanatory, allowing different viewers to proceed on their own while leaving the author free to discuss points raised in inquiry. The poster session offers a more intimate forum for discussion than the platform presentation; however, discussion becomes difficult if the author is obliged to devote most of the time explaining the poster to a succession of viewers. Remember that the time spent at each poster figure is determined by the viewer, not the author, as in the case of slide presentations. An effective poster is neither a page-by-page printout of a journal paper nor a slide show, it balances figures and text.

❖ Planning and Layout
For effective use of the poster board, consider organizing illustrations and text using a grid plan. Arrange materials in columns rather than rows. It is easier for viewers to scan a poster by moving systematically along it rather than by zig-zagging back and forth in front of it. Place your most significant findings at eye level immediately below the title bar and supporting data and/or text in the lower panels.

Use line borders to separate areas. For PowerPoint generated or single panel posters, size your poster slightly smaller than the board size to facilitate spacing your poster on the board.

You may want to group logically consistent sections or columns of the poster on backgrounds of the same color. Background colors should be muted; shades of gray are also effective.

Poster Size:
36” height x 48” width (maximum)
No material may protrude beyond dimensions of the poster board.

❖ Illustrations
Figures should be designed to be viewed from a distance and should use clear, visible graphics and large type. Color can be effective if used sparingly; use saturated dark colors on white or pale backgrounds and rich, light colors on dark backgrounds. Although each figure should illustrate no more than one or two major points, figures need not be simple. The main points should be clear without extended viewing, but detail can be included for the aficionado.

The sequence of illustrations should be indicated with numbers or letters at least 1 inch high. (Omit “Fig.” or “Figure”, it is unnecessary and occupies too much space.)

❖ Text
Each figure or table should have a heading of one or two lines in very large type stating “take-home” message. Additional essential information should be provided below in a legend set in 16 point or larger type.

Minimize narrative. Text that would normally appear in the body (Results and Discussion) of a manuscript can be integrated in figure legends. It should describe concisely the content of the figure and the conclusions that are derived. Details of methodology should be brief and should be placed at the end of each legend.

Use large type in short, separated paragraphs with unjustified (ragged right) margins. Numbered or bulleted lists are effective ways to convey a series of points. Do not set entire paragraphs in all capitals or boldface type. An introduction should be placed at the upper left and a conclusion at the lower right, both in large type. It is rarely necessary to post a copy of the abstract.
**Handouts:**
- In an effort to be green, please do not provide handout materials. If imperative, the only handouts permitted are EXACT copies of the abstract or poster.
- NO advertisement of service or product may be advertised.
- All abstracts accepted for presentation will be available in the “Conference Program”. Please direct interested attendees to view your abstract there.

**Readability:**
- Print size should allow your poster to be read from a distance of six (6) feet.
- Select fonts like these: Arial Helvetica Trebuchet MS
- Don’t use fonts like these: Bauhaus 93 Blackmoor Lucida Blackletter Snell Roundhand

**Mounting:**
- We will supply the poster boards and clips for displaying posters.