

KENTUCKY ACADEMY OF SCIENCE POSTER FORMAT AND SUGGESTIONS

The maximum poster size should be 48" wide and 36" high

Make sure YOU bring whatever is needed to hang the poster (pins, clips, etc.).

You can make 8.5 x 11" handouts of the poster and have them available to those who do not have the opportunity to speak with you.

SOME SUGGESTIONS FOR A GREAT POSTER

Do **not** include an **Abstract** on a poster (or an oral presentation). Abstracts are available in the program.

Studies show that you have only **11 seconds** to grab and retain your audience's attention so make the punch line prominent and brief. Most of your audience is going to **absorb only the punch line**. Those who are directly involved in related research will seek you out anyway and chat with you at length so you can afford to leave out much of the details and tell those who are really interested the "nitty-gritty" later.

Graphic materials should be easily visible from a minimum distance of 6 feet. For general text, 18 point is readable. For section headings (Introduction, Methods, etc.) use Helvetica or Arial, Boldface, 36 point. Keep in mind that *san serif* fonts (having characters without curlicues or other embellishments) are easiest to read, particularly from a distance.

Use left-justification; text with even left sides and jagged right sides is much easier to read.

Edit Ruthlessly! There **ALWAYS** is way too much text in most posters. Posters primarily are visual presentations; the text materials serve to support the graphic materials. On average the total amount of space should include about 20% text, 40% graphics and 40% empty space.

Spatial organization makes the difference between reaching 95% rather than just 5% of your audience. Time spent hunting for the next idea or piece of data is time taken away from thinking about the science. Arrange the contents in a series of 3, 4, or 5 columns. Columns facilitate the flow of traffic past the poster remembering that people read from the upper left downward.