
POSTER PRESENTATION GUIDELINES

Poster format

- All posters have to be designed on the dimensions of A0 and portrait orientation.
- Best practice font size for titles are 50-80pt font and for body text at least 24pt font or bigger.
- San Serif font types like Arial are easier to read but for bigger titles almost any font is acceptable. However, try to avoid fonts with too many curls and embellishments.
- Use double-spacing between text and left align which makes it easier to read from a distance.
- Plan your colour choices carefully. Choose complementary colours and use no more than 4/5 colours. Avoid overly bright colour like yellow which does not always read well.
- Posters can be designed electronically using Microsoft Publisher or PowerPoint, or any graphic design program.

Content layout

The layout of your poster should follow a logical sequence similar to the format of a paper. It should have an introduction, argument and conclusion. However, remember that a poster is not a reproduction of your written paper and should be designed with a clearly structured visual layout to guide the audience through the information. Ask yourself what is your research question and provide the 'answers' to that question on the poster. Your poster will essentially condense your central ideas so that your audience can grasp its overall message without having to read your paper.

TITLE

- The title is generally placed across the top of the poster.
- The title section should include:
 - The title of the paper
 - Author names
 - Institution

INTRODUCTION

- The introduction is generally found in the top or top left corner of your poster.
- Use active voice when writing the text.
- The introduction should be no more than a short paragraph and is the largest portion of text on your poster.

CONCLUSION

- The conclusion is placed in the bottom or bottom right corner of your poster.
- The conclusion section includes:
 - Well written conclusion to your paper
 - Any special mentions or words of thanks for contributors to your paper or poster
 - Any links to other projects .

GRAPHIC ILLUSTRATIONS

- Posters primarily are visual presentations; a minimal amount of text should supplement the graphic materials. Remember that your poster should be understandable to the reader without verbal comment.
- Avoid redundancy and use short sentences, simple words and bullets.
- Use self-explanatory graphics that illustrate the purpose and results of your paper (i.e. graphs, icons, photos, etc.).
- Avoid cluttered graphics – rather display only the most essential data.
- When choosing your images make sure that they are of a high enough quality that they will not pixelate when printed.
- Plan/sketch your poster layout before attempting to fill in the information.
- Make sure your graphic materials are visual from a short distance.

Submission and display

- Presenters are expected to be present at their poster display during the indicated time-slots in the programme.
- Posters that are not in A0 will be excluded from the conference.

Contact

Luzelle van Rensburg: luzelle.vanrensborg@nwu.ac.za