GUIDELINES FOR ACADEMIC POSTERS

1. **Poster Design and Layout**
   - Design your poster to be visually appealing and easy to read from a distance.
   - Use a clear and concise layout that guides the viewer through the content.
   - Ensure a logical flow from top left to bottom right.
   - Keep text to a minimum, emphasise graphics and make sure every item included in your poster is necessary.
   - Poster content should be 20% text, 40% graphics (use charts and graphs to illustrate data)
   - Use high resolution photographs.

2. **Poster Size and Format**
   - Adhere to the conference's specified poster size and format guidelines.
   - The poster should be in portrait.
   - Typically, a standard poster size is (A0) 92 cm by 122 cm.
   - Do not use all capital letters.
   - Use bullet points for easy reading.

3. **Colour Scheme**
   - Choose a harmonious colour scheme that complements your content.
   - Avoid overly bright or clashing colours that may distract the readers from your message.

4. **Title and Author Information**
   - Include a clear and concise title that reflects the main focus of your research.
   - List all authors with their affiliations.
   - Make author contact information visible for further inquiries, for example email address and phone number.

5. **Introduction**
   - Provide a brief introduction or background to the research problem or question.
   - Clearly state the objectives of your study.

6. **Methods**
   - Summarize your research design, methods, and data collection procedures.
   - Use visuals such as flowcharts or diagrams to enhance understanding.

7. **Results:**
   - Display key findings using charts, graphs, or high-resolution images.
   - Ensure that the results are easy to interpret without excessive detail.

8. **Discussion**
   - Interpret your results and discuss their implications.
   - Address the significance of your findings in the broader context of your field.

9. **Conclusion**
   - Summarize the main points and conclusion of your research.
   - Highlight the key takeaways for the audience.

10. **References**
    - Include a concise list of references or sources.
    - Use a consistent citation style.
    - Use the Harvard referencing style.

11. **Engagement Elements and Presenter availability**

- Incorporate interactive elements if possible (e.g., QR codes linking to additional resources or multimedia).
- Be present and be prepared to engage with conference attendees and answer questions during the designated poster session.
- Prepare a brief verbal summary of your research for interested attendees.

12. **Branding and Logo**
- Include any necessary institutional logos.
- Ensure that your poster is easily identifiable with your research.

13. **Proofreading**
- Carefully proofread your poster for spelling and grammar errors.
- Seek feedback from colleagues to improve clarity.

14. **Transportation and Setup**
- Plan how to transport and set up your poster at the conference venue.
- Ensure that all necessary materials are available.

15. **Feedback and Networking**
- Use the opportunity to network with colleagues in your field.
- Following these guidelines will help you create an effective and visually appealing poster that effectively communicates your research at the conference. Best of luck with your presentation!

By following these guidelines, you will create an engaging and effective poster for your conference. Good luck with your poster!

Define tomorrow.

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