

The Chartered Association of Sport and Exercise Sciences

Guidelines on How to Prepare a Poster

Poster displays have become increasingly popular at conferences, including the CASES Annual and Student Conferences. The Association has developed some guidelines to help you to prepare a simple, easy-to-read, and well-illustrated poster.

General Guidelines

- Posters should be mounted within a working area of 120 cm (high) x 90 cm (wide). This is equivalent to two landscape A1 sheets, one above the other.
- Posters should be readable from at least a metre.
- A well-designed poster should contain very little text, with most of the space being used for illustrations. Include photographs to attract attention and exemplify your points.
- The illustrative content should cover around 50% of the available area, thus figures and tables should be large.
- The poster should be self-explanatory, and the author should not need to explain its content.
- A good poster should not try to make more than one major point.
- Aim for clear and simple presentation of data.
- Avoid non-standard abbreviations, acronyms, and excessive use of jargon.
- Keep in mind that *more* does not mean *better*, so do not overload your poster.
- Ensure that your poster is dyslexia-friendly:
- Use a 'dyslexia-friendly' font – sans serif typeface is best, e.g., Arial, Helvetica, Comic Sans.
- Font size should be at least point 40.
- Justify text to the left.
- Use coloured paper – cream or pastel – it is easier to read than text on white paper.
- Use strong visual contrast by avoiding closely related colours, particularly against incompatible background colours.
- Use bullet points to help with accessing information.
- Make obvious the order in which the poster is meant to be read, with material flowing top to bottom, then left to right. The parts should either be numbered to facilitate the flow or there should be arrows that graphically lead the viewer.
- Posters need planning - they should not be put together at the last minute.

- Prepare handouts with more detailed information and detailed data, summary charts and/or references.

The Poster Content

Your poster should contain only the *key highlights* of your study so that passers-by can decide whether to view the poster. If they are interested in your poster, you can then provide more detail. Do not overwhelm the viewer with too much material, but ensure that you include the following sections:

Title - The title should be concise and if possible, attention-grabbing. The title must be large and should be readable from a distance of 3 m. The title should stretch across most of the width of the poster board. The letters in the title should be between 6 and 8 cm high. Centred below the title should be the author(s) name(s) and affiliation(s). The letters in this second line should be between 4 and 5 cm high. If there are several authors, you might have the affiliation on a third line (~3 cm high).

Introduction - This section should succinctly provide a rationale for the study and lead to the statement of the purpose of the study. You might also include the hypothesis.

Method - In this section, the methods employed should be described, detailing the participants, instrumentation, research design and data analysis.

Results - Summarise the key results. This could be most effectively presented by simple tables, figures, illustrations, and/or photographs. Use most of the available space to illustrate the results.

Summary and Conclusion - This section should be brief, with a concluding phrase or set of bullet points, stating the implications of your work.

Acknowledgements - Use the Acknowledgements to recognise funding source(s), institutional support, and individuals who have contributed but are not listed as authors as they have not contributed *substantially* to the work.

Additional Reading:

Day, R. A. & Gastel, B. (2006). *How to Write and Publish a Scientific Paper (6th Edition)*. Cambridge: Cambridge University Press.

O'Connor, M. (1991). *Writing Successfully in Science*. London: Chapman & Hall.

Written by Prof Edward Winter FCASES and Dr Claire Hitchings on behalf of CASES.

Copyright © CASES, 2014