Guidelines for Poster Preparation – HRC 2018 Winter Meeting

General aim and format

- The goal with our poster session is to use the poster as a means for generating active discussion of the research.
- Try to limit the text to about one-fourth of the poster space, and use visuals (graphs, photographs, schematics, maps, etc.) to tell your story.

Design and layout specifications

- The **poster maximum size is 46" x 46"** mounted on a foam-core board. The poster does not necessarily have to fill the entire working area.
- If your dimensions are uneven, i.e., 30"x40", please orient the board in the "landscape" position (long dimension is horizontal).
- A banner displaying your poster title, name, and Company/University/USDA location should be positioned at top-center of the board (see Figure 1).
- Make it obvious to the viewer how to progressively view the poster. The poster generally should read from left to right, and top to bottom. Numbering the individuals panels, or connecting them with arrows is a standard "guidance system" (see Figure 1).
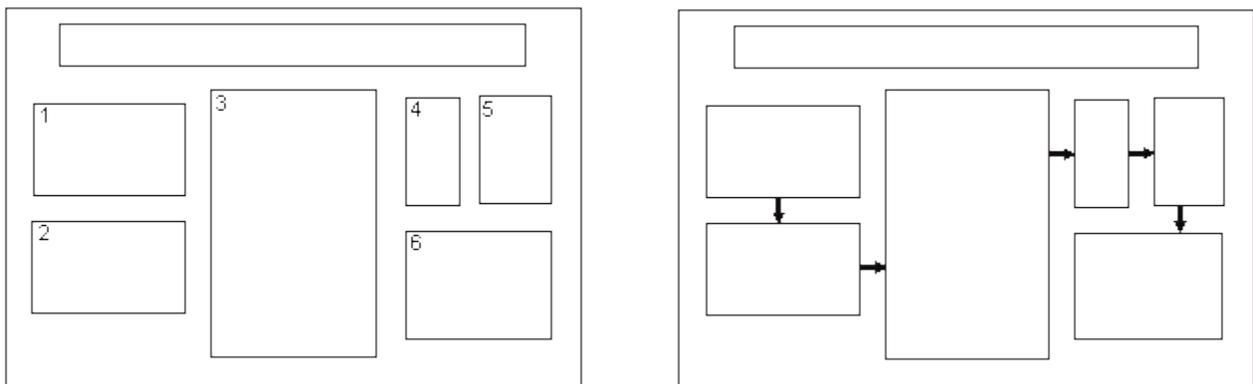- Leave some open space in the design. An open layout is less tiring to the eye and mind.

Figure 1: Conventional layouts for a poster. Long panel at top-center is title/author banner. Individual panels can be connected by numbers and arrows. Also, note the use of space between panels to achieve visual appeal.

Lettering

- Text should be readable from five feet away. Use a *minimum* font size of 18 points.
- Lettering for the title should be large (at least 70-point font). Use all capital letters for the title.

Visuals

- Present numerical data in the form of graphs, rather than tables. If data must be presented in table-form, KEEP IT SIMPLE.
- Visuals should be simple and bold. Leave out or remove any unnecessary details.
- Make sure that any visual can "stand alone" (i. e., graph axes are properly labeled, maps have north arrows and distance scales, symbols are explained, etc.).
- Make sure that the text and the visuals are integrated. Figures should be numbered consecutively according to the order in which they are first mentioned in the text. Each visual should have a *brief* title (for example: Figure 1- Location of study area).

Text

- Keep the text brief. It's recommended that blocks of text should not exceed three paragraphs (viewers won't bother to read more than that). Use text to (a) introduce the study, (b) explain visuals and direct viewers' attention to significant data trends and relationships portrayed in the visuals, and (c) state and explain the interpretations that follow from the data. In many cases, conclusions can be summarized in a bullet-point list.
- Depending upon the stage or nature of your project, the text could also include sections on future research plans or questions for discussion with viewers.
- Cite and reference any sources of information other than your own, just as you would do with a research paper. The "References Cited" is placed at the end of the poster.