



CARIBBEAN HEALTH RESEARCH COUNCIL

55th ANNUAL SCIENTIFIC CONFERENCE
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TRINIDAD & TOBAGO

GUIDELINES FOR PREPARING YOUR POSTER PRESENTATION

1. **Poster size:** Width = 120 cm; Height = 85 cm
2. Leave a border of at least 5 cm all around the poster.
3. At the top left hand corner place your poster number, and below it, the abstract in **LARGE TYPE**. The title, author(s) and institution(s), in lettering at least 2.5 cm high, should occupy the rest of the top part of the poster. The rest of the poster space should contain: an introduction, methods, tables and figures, and, in the bottom right hand corner, the conclusions. Illustrations (Tables and Figures) should be similar to those you would use for making slides, but much larger in size, and could contain more information than you would put in a slide. Remember that text must be large.
4. Here are some tips from professionals:
 - ☞ **Consistency:** Decide on a format and stick to it; size and style typeface for text; colours greatly enhance your presentation, but be consistent and sparing (in number of colours) in use.
 - ☞ **Clarity:** Your poster should not be confusing. Can you look at it and immediately know where to begin reading; Can you read comfortably? Do you quickly know what the work is about? Do you know whom it's from? Are the findings clear, obvious and foremost?
 - ☞ **Emphasis:** In each section put important ideas first. Most designers agree that a page has 4 regions of importance. Top left [where your abstract is located] is the most important and first to be read. Bottom right is least important and last to be read. If you need to say more than a single title permits, **use a subtitle**.
 - ☞ **Unity:** Keep text together and harmonized with your graphics [Tables and figures]. Text itself is a graphic element, and scattering it all over the poster is confusing - the eye doesn't know where to go. Eye movement should be down the columns or along the rows.
 - ☞ **White space:** Learn to love white space, the space on the poster where nothing appears. It's an important part of any design. Make white space work in including it in the design.
 - ☞ **Balance:** Surprisingly, a carefully imbalanced poster can be more interesting than a perfectly balanced one. Vary the size of your tables and graphs/figures, depending on their relative importance.
 - ☞ **Proportion:** Be sure that the elements (title, subtitle, text, illustrations, etc) are proportioned appropriately.
 - ☞ **Drama:** You can achieve a sense of drama if one visual element dominates the poster. It may be a graphic, a headline or a block of text.
 - ☞ **Experimentation:** You should be good at this! Planning is essential, and consistency is necessary, but build in some flexibility, experiment with different layouts. Have fun with it!