

Tips for Excellent Poster and Oral Presentation

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포스터를 이용한 학회 발표법

주 영 규

미국 농학회, 작물학회, 토양학회 제공

INTRODUCTION

A major purpose of a scientific meeting is the exchange of information. Traditionally, authors have preferred to present their research in an oral format. However, poster presentations are becoming more popular every year. Today, poster and oral presentation are recognized as being of equal status.

Regardless of which format you select, remember that the poster or oral presentation must be carefully planned, clear and concise, oriented to transfer information effectively, and hold the attention of the learner.

POSTER PRESENTATION

1. Planning

You should focus on the introduction, methods, results and discussion, summary and reference. Make a small-scale sketch of your poster on an 21.59×27.94 cm ($8\frac{1}{2} \times 11$ -inch) piece of white paper. Emphasize the points you want to stress in your poster. Think of headlines, text, charts, graphs, illustrations, photos etc. And then incorporate these ideas into your sketch.

Once you are satisfied with the initial sketch, make a rough layout. A chalkboard is excellently similar to a rough layout since it has dimensions similar to a poster board.

The poster boards normally used by the Societies measure 4 feet high by 8 feet wide, less a 3 by 6-inch space in the upper left hand corner. Your poster number will be positioned in this space (see Fig. 1). Board dimension may vary one year to the next;

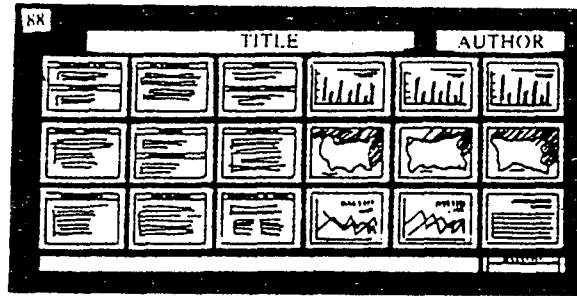


Fig. 1. Approximate dimensions are 4 by 8 feet.

therefore the exact dimensions should be verified before you start preparing your poster paper.

2. Organization

Your poster starts in the upper left hand corner where your paper number is posted on a 3×6 inch card. From here the poster should flow from left to right and top to bottom. The title-author(s)-sponsoring institution listing of your poster must be at the top of the board. Use letters, numbers, or arrows to indicate the proper flow to the audience.

3. Simplicity

Don't crowd too much information into the presentation; concentrate on two or three main points. Highlight trends and comparisons with simplified charts, graphs, and diagrams. Make key points in the legend of the figure or table. Use text cautiously and make sure it is easily understood by the audience with too many numbers, words, and/or complicated graphs. Remember, a lot of people will read or study your poster while you are away; make certain the message is clear and simple.

4. Color

Choose one background color for your poster board. Use contrasting colors where appropriate in charts, graphs, and diagrams. Permanent felt-tipped markers are ideal for indicating contrast, come in a variety of colors and widths, and can be purchased from art supply stores.

5. Lettering

All lettering must be easily read from a distance of 6 feet. Use a bold or semibold typeface for headings and labels to add weight (blackness) to the type, thus enhancing readability of your heading, or labels. Lettering for subheads and figure captions should be large than typewriter type, but smaller than used for the main heading. This type should

also be bold or semibold in weight. Avoid type with thin strokes - such type reduces readability. Text in upper and lower case letters is more readable than all capitals. Thus, capitals for titles, headings, and labels are acceptable.

What is the best size of type to use? For the title, plan on using finished type that is at least 1 inch high. The lettering for authors names, sponsoring institution, and address should be at least 3/4 inch high. All other type should be at least 1/4 inch high. Remember, your poster must be readable from a distance of 6 feet.

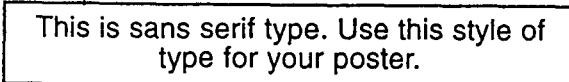
6. Headings

Heading may be hand-lettered, stenciled, or prepared with transfer type or phototypesetting. You may wish to explore the possibility of using computer software programs to create heading. Transfer type such as format, Letraset, Geotype and Zipatone is easy to use and may be purchased in an art supply store. Phototypesetting is the most expensive in commercial typesetters.

It is best to highlight your title, heads, and subheads with colors or colored lines. It is also a good idea to have heads and subheads at least 25% larger than the text copy.

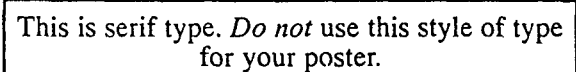
7. Text copy

Keep your text in short, concise, legible statements; minimize complete sentences and paragraphs. A few summary statements are encouraged. Use a typewriter or word processor to prepare your text copy. Make sure that the type is very black some word processors generate gray copy that reproduces poorly. If you use a typewriter, start with a new carbon ribbon. Set your typewriter or word processor for 1½ lines of spaces between each line of type. Use sans serif type (see Fig. 2) such as Orator or Letter Gothic for text. Serif type (see Fig. 3) such as Courier is much harder to read. Try typing your copy single-spaced on a 3 × 5-inch format. Use the typed original and enlarge it to 200%. Some copy machines are excellent for making such enlargements. The final enlargement should have letters at least 1/4-inch tall and readable from a distance of 6 feet.



This is sans serif type. Use this style of type for your poster.

Fig. 2.



This is serif type. *Do not* use this style of type for your poster.

Fig. 3.

8. Computer graphic

Presentation graphic such as text, heads, titles, graphs and charts can be made inexpensively by many computers. Check with your employer or local computer supplier to find out what kind of software is available for use in generating presentation graphics for your poster.

9. Mounting

Some of the best paper to use for mounting is 110 pound index stock, which is available in a variety of colors. Form core is another excellent mounting material. Plan on leaving 1/4 to 1 inch of mounting stock around your artwork. Keep your poster section small enough to fit into a suitcase or briefcase 17 inches by 22 inches or smaller in size.

Picture must be mounted to avoid curling. Mount your picture, graphs, charts and diagrams on foam core or paper of contrasting colors. Mount letters on white or light-colored paper for best results. In turn, the white or light-colored paper the white or light-colored paper can be attached to another piece of colored paper or foam core. Use spray adhesive, available from art supply stores, when mounting artwork.

10. Miscellaneous

Back-lighted photos, sound or projection equipment, free-standing displays, or displays larger than 4 feet by 8 feet are prohibited. Tape cannot be used to attach your display to the poster board. Velcro strips are sold at the Poster Information Booth located in the exhibit hall.

It is always a good idea to bring along a few tools for last-minute problems that pop up. Scissors, glue sticks, paper clips, a stapler, liquid paper, and marking pens should be considered. You'll find that a measuring tape comes in handy when trying to make sure the artwork is properly mounted on the poster board.

A suitcase or briefcase is a great way to carry your poster to the meetings since it offers ample protection and is something you already have. You may wish to further protect your poster pieces during transportation by using an "envelope" made out of corrugated cardboard or similar material. You can store the envelope in your suitcase or briefcase, or carry it separately. Be sure to seal the ends of the envelope with tape.

Bring a supply of business cards or other form of identification to hand out at your poster session. This is a quick way of distributing your name and address to interested attendees. Have a sign-up pad available to record the names and addresses of individuals wanting more information. You can also use the pad to write down interesting comments from attendees. You may also want to have a supply of handouts available for interested members and guests.

적 요

미국 농학회, 작물학회, 토양학회에서 제공된 '포스터를 이용한 학회 발표법'에 대하여 원문을

발췌하였다. 발표내용의 서론, 실험방법 및 재료, 결과 및 고찰, 적요에 대한 초안 작성에서부터 배열, 색상, 글자선택, 내용정리 및 도표 작성에 관한 자세한 제언이 수록되었다. 컴퓨터 도안과 내용 텍스트의 배치에 관해서도 설명되어 있어 국제학회 포스터 발표시 참고가 되리라 사료된다.

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