# POSTER GUIDANCE

## Poster elements
Each poster should have the following blocks of information:

- **Title and Authors**: This information is shown at the top of the poster. Any organizational logos are often shown here as well.
- **Background and Introduction**: This section presents the "why" of your research or project. Provide a sense of context, including the location in which your work was done. Explain a problem (e.g., crop production constraints in a given area) or set of issues that your research or development project addresses.
- **Purpose or Objectives**: Present a short list of primary objectives, or a single over-arching goal of the work presented.
- **Methodology**: This section presents the "how" of your work. It is impossible with a poster to go into too many specifics. In broad terms, though, describe materials used, how the study or project was implemented, and how information and data were gathered and processed.
- **Results**: Here is where important findings are presented. In addition to brief statements, this section can also contain supporting tables, graphs and/or photos.
- **Conclusions or Outcomes:** Based on the findings presented in the Results section, outline conclusions or outcomes. This could involve listing key take-a-ways that you want people to remember and/or implications of your work to smallholder farmers. It is okay to have a combined Results and Conclusions or Results and Outcomes section.

## Design considerations

- To be able to accommodate everyone's poster, we would prefer that a poster not exceed 120 cm (48 inches) in width or height
- Presenters are free to be creative as far as background and color choices. The main consideration to keep in mind is readability. Keep the following in mind:
  - A text color that contrasts well with the background color will help the words stand out. Black text on a white background, for instance, works well.
  - Present information clearly and simply. People will be less likely to read your poster if it has too many words. Consider using colored graphs or photos in place of long numerical tables.
  - Keep the layout from being too crowded. Leave a 2.5 cm (1 in.) border around the edges and ample spaces around text boxes.
- Keep body text left-aligned or fully justified; do not right-justify the text.
- Use conventional fonts such as Arial, Helvetica, or Tahoma, and only use one or two fonts. For a display poster developed from a single PowerPoint slide, suggested font sizes are 72-120 points for the title and 24-48 points for body text. Headings of more than six words should be in upper and lower case instead of all capitals. Never write whole sentences in all capitals or underline; use bold characters to stress your point.
- Bullets are a great way to make a simple and clear point.
- Do not attempt to put too much information on your poster! The poster should give enough information to the viewer to explain the gist and then allow the viewer to gather more information from the presenter one-on-one.
- Spell check and proof-read before printing a final version.
- A document entitled Poster-making 101 contains much more advice on design considerations and is found at http://abacus.bates.edu/~bpfohl/posters/.