Global Academic Institute

Poster Session Guidelines

• Poster sessions are scheduled for approximately 1 hour or 45 minutes according to the request of the presenter. The GAI provides a poster board that is four feet tall (4 ft or 122 cm) and eight feet wide (8 ft or 244 cm.) A narrow table is provided in front of the display board that may be used for material or a laptop computer.

• You may either prepare your poster on a single sheet of heavy duty paper (or similarly flexible material) or a group of different sized papers. You will be provided with the materials to magnetize, post or tack the poster up. It is not recommended to tack individual pages of a Power Point presentation or a text manuscript onto a poster board since it may not be read by the audience.

• Keep content Simple. A Poster is a visual communication tool, not a manuscript. The viewer should be able to easily identify the primary concepts of the project without wading through a lot of text or complex formulas. Identify 3 main points or concepts to communicate, such as:

- ✓ Problem Statement or Project Purpose
- ✓ Methodology or Approach
- ✓ Conclusions, Recommendations, or Lessons Learned

• Text should be in bullets or small chunks broken up by subheadings. Use at least 28-36 point bold sans serif font (e.g., Arial or Helvetica) for headers and 18 – 24 point font for text.

• Present information in columns. Arrange material in a logical sequence, from left top to bottom right. Three columns is a good target to shoot for.

• Offer a balanced mix of text and graphics. Too many words will result in people glossing over or simply bypassing your poster. A good rule of thumb is 50% text and 50% graphics and photos.

• Avoid acronyms and jargon. Simple language is the best.

• Avoid dark colored backgrounds. Use light colored backgrounds with black or very dark colored text. Graphics should similarly provide a stark contrast to be readable.

• Use simple graphics. Charts, drawings and illustrations should be limited to a 2-3 color palette at a resolution of at least 300 dpi. Visuals should be large enough to be comfortably read from 3 feet away.

• Provide author name(s), organization logos and/or other acknowledgements to give credit to those who have done the work.

• Authors should prepare a brief (up to 5 minute) oral presentation for delivering to small audiences gathered around the poster.