



## POSTER TIPS AND TRICKS

### How to start your poster

1. If you don't know how to start, you can start with looking up posters in your field, google can be of great help here. It gives you a general idea of which are the possibilities.
2. Make a sketch on paper, design a vertical (portrait) poster. Make a design and decide where the different elements are going to be. What is visually attractive?
3. Write the text for your poster. There's not a lot of space on your poster for text, just include the main elements.
4. Make sure your poster is readable, people can come closer of course, but the overview should be clear. Try to avoid small font sizes where possible and consider using a well readable font.
5. Translate your design and text to a digital version. If you don't have an advanced program to do this, Microsoft PowerPoint can be a great solution. Use colour and open spaces to increase readability and to amplify important elements.
6. Once prepared, maybe ask a friend or somebody knowing nothing about your research to give a look and provide feedback on the understanding, clarity, graphical quality and more.

### The elements on the poster

Tips and tricks for your elements:

- Title: Make it short but complete, 5 words for the main title on the poster is very readable and is a good eyecatcher.
- Authors: Names and organisations, you can add email, websites etc.
- Logo of the organisation if applicable.
- Introduction: Give a clear summary of the goal and subject of your poster. For example, what was the question you were trying to answer?
- Middle part: A short overview of your method and results, this could be visualised with stats and graphs, but stick to the main issues and simplify graphs if needed for readability.
- End part: Give a very concise conclusion, what are the recommendations?
- References: please add a list of the main references.
- Last but not least, don't forget to mention the date and location for the presentation.

### PowerPoint

If you want to work with PowerPoint this is generally the way to get a vertical poster (might differ between versions).

- File → new → Empty presentation (select)
- Use top menu → Design → Slide size → Custom slide size → Slides: Portrait (select) then fill in custom, put in: height 1,00 m and width 0,7 m. So **100 cm by 70 cm**, this is A0 paper size.
- Use *Insert* in the top menu to insert text and images.

### Printing

You are responsible for the printing of your own poster. There are several options to print your poster in Bologna, here are some:

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