Project presentation poster
Helpful hints to creating a project presentation poster.

Arbeitsgemeinschaft
Tabakprävention Schweiz
Association suisse pour
la prévention du tabagisme
Associazione svizzera per
la prevenzione del tabagismo

What is a project presentation poster?

A poster is an illustrated summary of your project that you can display at events such as conferences or workshops.

Posters are displayed in the event venue for the duration of the event. Participants can browse and study the posters at their own leisure.

Poster sessions are periods during the event where poster presenters will stay by their posters and answer questions from participants regarding their project.

A poster offers opportunities for direct, personal interactions with interested participants, opening the door to constructive discussions in a informal setting.

Good posters combine text and image elements to best raise other participants' interest while also conveying the most important information.

How do I plan a poster?

The main challenge is to find the quintessence of your project to present it. Why is my project **interesting**? What **new contribution** does it make? What **methods** were used? What are the **results**? What are my **conclusions**? What **suggestions** do I have for the future development of the project?

It may help to answer the following questions:	**WHO** created the project? **WHY** was the project created? **WHAT** was the project? **HOW** was the project designed? **WHICH** were the projects' goals? **WHO** was the target audience? **WHICH** were the project's results? **WHERE** to next?

The structure of a project poster

A poster can be structured in many ways.

The audience should be able to grasp the essential elements of the project quickly and easily.

The following information should appear on your poster: project **title**, project **members**, **duration** and **location**, **subject** and **relevance**, **question**(s) and **objective**(s), **methods**, **results**, **discussion** and **future prospects**.

Therefore, taking the time to think about what information should be conveyed and the logical structure is crucial. It can be helpful to recall the general structure of a scientific topic:

Background	Situation & Problem	*WHY was the project created?* *WHO was a part of the project?*
Methods	*Proposed Solution* *Design and tools used* *When and where the project took place* *Inclusion of Persons*	*WHAT was the project?* *HOW was the project designed?* *WHICH were the projects' goals?* *WHO was the target audience?*
Results	*Qualitative and/or quantitative*	*WHICH were the project's results?*
Discussion and Conclusion	*Assessment and prospects for the future*	*WHERE to next?*

The abstract for a project poster

The abstract for a project poster represents the main elements of text that will be inserted into the poster.

It helps organise the information that will be included in the poster. The size of an abstract ties in with the amount of text that can be inserted into a poster without overloading it. Abstracts are generally between **200** to **300** words including headers and authors. Illustrations and graphs are usually excluded from the abstract count.

The design of a project poster
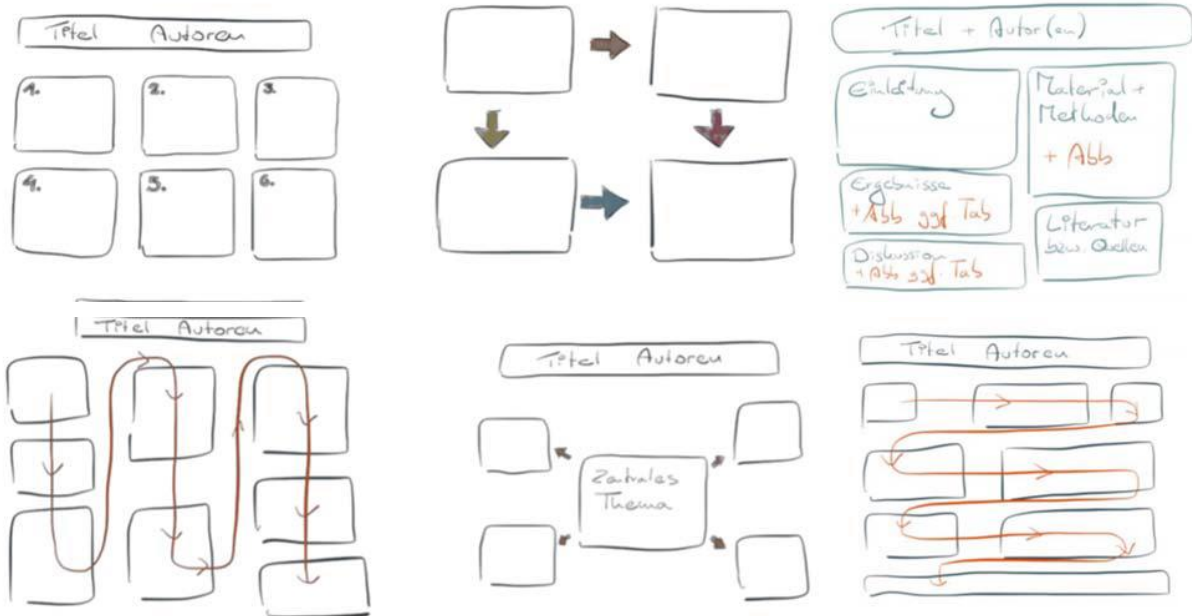
Computer programs have a multitude of different design options, so it's easy to get carried away. But never forget the first rule of design:

> **avoid unnecessary and distracting elements!**

Always critically review the use of colours, images and graphic elements. Their use is to facilitate fast understanding.

> **avoid a poster that is too busy or unclear.**

How do I create a project poster?

The secret to a good poster is an ideal mixture of:

- text
- pictures
- free space
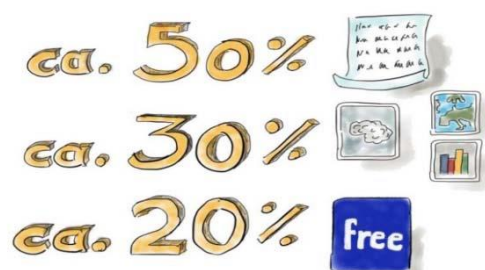
Project Poster Formats

The most common poster size for conferences is DIN A0. But smaller formats (A1, A2, A3) are also options especially if the price is a concern.

Especially in seminars smaller posters are often utilized.

Prices also depend on the quality of paper and the printing type used.

When creating a poster on the computer you should preset the program to the right poster size. In PowerPoint you adjust the page size in the printing settings.

DIN Size	Width	Length
DIN A0	84,1 cm	118,9 cm
DIN A2	42,0 cm	59,4 cm
DIN A3	29,7 cm	42,0 cm

Project Poster Fonts

Fonts can be divided into those with and those without serifs.

Serifs

Serifs are little lines attached to the larger strokes in a letter or symbol. Times New Roman and Courier are examples of fonts with serifs. They help the eyes stay in the same line and are well adapted to **text**.

Without serifs

Fonts without serifs, like Arial and Calibri, look more modern and are more easily readable from afar. They should therefore definitely be used for all **headers and subheaders**.

Besides the font type, font size is also an important choice to make. The following values can help guide you in choosing:

DIN Size	Main header	Subheader	Text
DINA0	Up to 100 pt	Up to 50 pt	Up to 25 pt
DIN A2	Up to 50 pt	Up to 25 pt	Up to 15 pt
DIN A3	Up to 30 pt	Up to 15 pt	Up to 10 pt

Choosing the right font size should mean that the poster is still readable from up to **3 meters**.

Adapted from:

Wissenschaftliche Poster erstellen – ein kleiner Leitfaden

Requirements for the 2024 AT Conference

Posters should be in **A0 format**. In either German, French or English.

Posters **must** be in **portrait format** (The Display frames only allow portrait format).

Portrait
Format
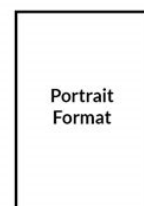
Examples of Layout for Poster Presentations

ACADEMIC RESEARCH POSTER

Research posters are visual aids that are used to present a study. It is a popular way to showcase research work in conferences and the academe. Information is presented concisely and in a visually appealing manner to attract attention and spark discussion.

Authors
Don't forget the names of the research authors and co-authors. Use full names and include any titles or honorifics the authors may have, as well as the university or research institution they are representing.

Affiliations
Researches are often under or on behalf of a university, an organization, or academic/ research institutions. When available, include their logos with the names.

INTRODUCTION

This section gives an overview of the research. Start with the background: What are you studying and why? What is the importance of the research to the field or specific industry, and what can it contribute to the existing literature? Be mindful of the space of the poster. Include the important information, but be as straightforward as possible.

OBJECTIVE

In this section, state what is the purpose of your study.

METHODOLOGY

Describe how you've conducted your research. What is the strategy of the team? What methods were used? Were there any special technology applied?

RESULTS

Results show the outcome of the research and should answer the question or hypothesis stated in the introduction. State what you've found from your study.
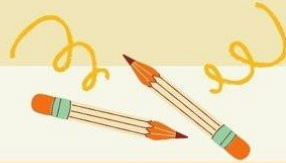
ANALYSIS

In a regular research paper, the analysis section is one of the longest parts as it builds on the information that supports the objective and thesis. With a research poster, you can trim down the analysis to the most important parts. Use bullets to emphasize points. Include key graphs, tables, graphics, and other images that support the study and show a visual analysis of the data.
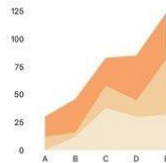
Use graphs to show visualization of your data's analysis.

Illustrations are also great aids to help your research poster.

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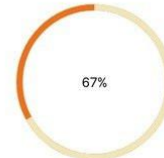
CONCLUSION

To wrap up your poster, present two to three key findings. You can also add a brief explanation or narrative to these that can encourage conversation or dialogue with the audience. These findings can be actionable items that can lead to implementation, policy creation, or further study.

Related literature
References can take up a lot of space, so cite only the key references used in the study.

Further, more detailed guidelines can be found at the following addresses:

Schreibberatung, Pädagogische Hochschule FHNW

Revue Médicale Suisse, Comment réaliser un poster scientifique ?