

# *Intercontinental Landfill Research Symposia*

## **PM 06-03-11 Guidelines for the Design of Posters**

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### *General:*

A poster is a different media than a research paper and should be designed keeping that in mind. A poster can be considered a means to advertise your project and whose main purpose is to attract interest and present important aspects of the work. The poster may be supplemented by handouts of research papers or you can print your poster on one sheet of paper to provide as a handout. You can include references and your contact information on this handout as well.

A poster should be self-explanatory and it should not be necessary for the author to verbally explain it. However, if someone is particularly interested, then you should be prepared to talk them through the poster in 3 to 4 minutes.

Often the conference organizers set specific requirements with respect to location, size and other aspects of poster preparation and display. So it is advisable that these requirements be carefully reviewed and studied before anything else is done. In the case of ICLRS the posters should be “portrait”-oriented and have a maximum size of A0 (841 x 1189 mm).

### *Content*

Top of the poster: title, sub-title, list of authors, contact information and logos. The title does not need to be the formal title of your project. The title should be short and introduce the content of the poster. One can add a longer sub-title using slightly smaller font size if additional explanation is needed. Use a bold font with about 5 cm high letters for the main title.

List of authors: The list of authors should be placed one line below the title. The list should include all authors and indicate with a symbol attached to the authors’ family name (in the form of superscript) a link to their contact information. Make a list of contact information under the author’s list. Use one line for each organization, starting with a symbol. Include the e-mail address of the corresponding author in the contact information. Place correctly logos from partners and sponsors in the margin of the section. However, if space is limited, this information can be abbreviated.

Main body of poster: A poster can be organized much like a journal article, with some exceptions. Think of the poster as trying to tell a story. Some introductory information on the importance of your work is appropriate. Conferences typically include many topics and not everyone will understand why your topic is important. A section called Experimental Design, in which the overall design of experiments is explained can be useful. This should be followed by Methods. The methods section can be brief unless the poster is presenting a new method or comparison of methods.

The Results and Discussion may be organized so that the analysis of each result are described with the result. Make packages of information complete with problem/question, results and

conclusions. In that way, the viewer can follow the poster in order of presentation, somewhat like in a cartoon strip. Use a lot of care and thought in the development of tables and figures. If there is too much detail, then the main message will be lost. No one enjoys trying to read a complete paper while standing up in a noisy room – design your poster accordingly.

Conclude the poster with a message to the reader. It can have the form of a summary but also include a note on what goes on now or what the next step will be, an invitation to comment or co-operate etc.

*Specific:*

The size of the fonts (text) and of the illustrations must be selected such that the main content of the poster is understandable after a quick glance from a distance of about 3 to 4 meters normal vision, a participant should not need to be closer than 1 meters in order to read the text.

In designing your poster you should try to minimize the text and make use of illustrations. As a general rule, you should use more than 50% of the area of the poster for illustrations. The type of illustration that can be used include: photos, diagrams, drawings, three-dimensional objects, and others. Hand-drawn details can make a nice contrast to the templates available from software programs. Keep the colour scheme subtle so that it does not take away attention from the content. For the same reason limit the use of many different types of fonts, excluding the title. In general, two different font sizes should be enough. It is not advisable to use underlining. Use **bold** text in headings only. Use as much blank space in the margins and between areas of text and illustrations as possible. Do not use long sentences and long paragraphs, most people can not read more than 50 characters in one glance. Avoid (or explain) the use of abbreviations and “expert” language.

A successful poster is one that conveys the key findings of your work and attracts some people who are very interested for a more detailed discussion.