Poster Design & Presentation Tips

SGIM
Society of General Internal Medicine

Poster Size

Recommended dimensions for your poster are 44" high x 44" wide. Smaller is acceptable, but not larger.

Visual Design Tips

Make it Visual: Consider ways to present your points with more than words. Examples include drawings, photographs, charts, graphs, and x-rays.

Arrangement: The poster should have a definite sense of direction and should match the logical flow of information. Your poster should generally read from left to right, following the outline. Use lines, frames, contrasting colors, or arrows to call attention to important prints.

Lettering: Select a clean, simple letter font/style and use it consistently throughout the poster. The smallest letters should be at least ¼" tall (18 point) and easy to read. Use both upper and lower case letters (do not use all capital letters) especially in body copy.

Colors: Use no more than 4 colors. Emphasis and harmony are lost if too many colors are used. Color can help to highlight sections or point out similarities

Avoid Clutter: Overcrowding is a problem with poster design. While accuracy is important, your poster should stimulate interest, rather than provide complete details.

For More Tips & Resources, Please Visit:

- https://colinpurrington.com/tips/poster-design/
- https://convention.apa.org/blog/rethinking-the-science-poster

Tables, Graphs, Charts

- Use tables to show relationships between categories of ideas. Make sure columns are not too narrow, too numerous (avoid more than 3-4), or too long.
- Use number tables only when simpler visuals like graphs or charts will not get your point across.
- Use graphs to clarify and emphasize the key relationships between facts and figures.
- Use graphs to communicate ideas – not to just "dress up" your poster.
- Make sure graphs are precise, clearly labeled and placed where they will be most meaningful/useful for your viewers.
- Each kind of chart presents data in a particular way and for a particular purpose: pie charts compare relative parts that make up a whole; line charts are ideal for depicting trends over time, or the distribution of one variable over another; area charts emphasize quantity over volume; and bar or column charts compare the progress of one variable over time.

Creating a Virtual Poster

In case of virtual meetings, design your poster the same way you would design it for printing in a poster hall and save it as a PDF file to be loaded onto a virtual platform.

Suggested Dimensions: Generally, virtual posters are suggested to by 36" high x 48" wide to match a 3:4 screen ratio. Many new devices and modern laptop screens have a wider screen with a 16:9 ratio. This would match a 36" high by 64" wide poster.

Using MS PowerPoint: 1). Open PowerPoint and choose 'blank' slide. 2). On the navigation bar, select 'Design ribbon.' 3). Choose Slide Size > select Custom Slide Size > enter 48" wide x 36" high (or 64" wide by 36" high for widescreen) > press OK > save as PDF.

Using Google Slides: 1). Go to slides.google.com and create a new presentation with a single slide. 2). Go to File > Page Setup. 3). Select Custom > enter the width first at 48, then the height at 36 (or 64 wide x 36 high for widescreen) > select Inches from the drop down > press Apply.