

Poster Basics

You can create your poster (with a Mac or a PC) using PowerPoint, Adobe Illustrator, Canvas, or any other appropriate program. The poster must be one page and in English. Poster dimensions are as follows: The maximum width is 48 inches (130 cm); the maximum height is 36 inches (100 cm). The file size may not exceed 100MB, and you must save your file as a PDF.

Poster Design

- **Focus of attention:** The focus of attention must be on the subject content. If the design overshadows the subject matter, the message is likely to be lost.
- **Size and selection of visuals:** Larger visuals attract more attention. Visuals not relevant to the content will distract the viewer.
- **Density of visuals and text:** Too many visuals and text in a small space decreases readers' attention, because each object is in competition with the others. Generally, a maximum length of 50-75 words per figure label results in a higher probability of people reading it.
- **Ability to read text:** Letters should be large so that they can easily be read. Letters should be easily read (avoid extravagant fonts).

Poster Layout

- Use a consistent layout with heading and subheading font and size standardized
- Use bulleted lists to facilitate reading
- Relate the content of the text to the picture it describes
- Reduce competing stimuli—Avoid placing a large number of labels and visuals next to one another
- Provide good contrast between the text and background (avoid white on white, blue on navy, etc.)