APTA CSM Poster Format Guidelines

(Adapted from the Society for Neuroscience)

Poster Content and Live Presentation

- Title, name(s), and institutional affiliation(s) of the author(s), and the name and location of the institution or facility at which the work was performed.
  - Place the above information in a banner heading at the top of the poster.
- Provide information on all topics included in the abstract. Your poster should be an expansion of, not a departure from, the content of the abstract.
- Your poster should be self-contained and self-explanatory, allowing different viewers to proceed on their own while leaving you free to discuss points raised in inquiry.
  - The poster session offers an intimate forum for discussion but can be difficult if you are devoting most of your time explaining the poster to a succession of viewers.
- Remember that the viewer determines how much time they want to spend at each poster. Do not be concerned if viewers move to another poster after a short time of viewing yours.
- An effective poster balances figures and text. It is not meant as a page-by-page printout of a journal paper or slide show.
- Match your presentation to the flow of information on the poster.

Poster Format

- The poster board is 8 feet wide and 4 feet high; 3 feet by 4 feet is a standard poster size, but you can make your poster larger or smaller.
- Place your most significant findings at eye level, immediately below the title bar and above the supporting data and/or text in the lower panels. Separate the upper and lower levels with borders.
- Consider organizing illustrations and text using a grid with line borders to separate areas.
- Arrange content in columns rather than rows. Columns allow the viewers to scan the information up and down in chunks.
- Minimize words to be concise and avoid a cluttered look.
- Use color and keep it visually stimulating.
- Cloth posters and paper posters work well. Paper posters can be transported easily in a poster tube.
- Remember to search "poster presentations" online for resources and templates for an effective poster.

Text

- Print size should allow the poster to be read from a distance of 6 feet; typically, that means letters are at least 1 inch tall.
  - Accepted fonts: Arial, Helvetica, Trebuchet MS, Univers.
  - **Do not** use decorative fonts, such as Algerian, Blackadder ITC, Magneto, Times New Roman,

and Tempus Sans ITC.

- Do not type entire paragraphs in all capitals or boldface. An introduction should be placed at the upper left and a conclusion at the lower right, both in large type.

- Use large type in short, separated paragraphs with flush left margins. Numbered or bulleted lists are effective ways to convey a series of points.

- To save space, omit listing your references on your poster.

- It is rarely necessary to post a paper copy of the abstract.

Illustrations

- Figures should be designed to be viewed from a distance and should use clear, visible graphics and large type.

- Color can be effective if used sparingly; use saturated, darker colors on white or pale backgrounds and rich, light colors on dark backgrounds.

- Figures should illustrate no more than one or two major points. Each figure or table should have a heading of one or two lines in very large type stating the "take-home" message.

- The main points should be clear without extended viewing, but detail can be included for viewers who want to explore the poster further. The sequence of illustrations should be indicated with numbers or letters at least 1 inch high. (Omit "Fig." or "Figure"; it is unnecessary and occupies too much space.)