bsas

british society of animal science

Guidelines for Scientific Posters

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The hook

To get people to read your poster you must have a clear, prominant message which grabs their attention.

Your message should focus on the most important aspect, outcome or issue in your poster.
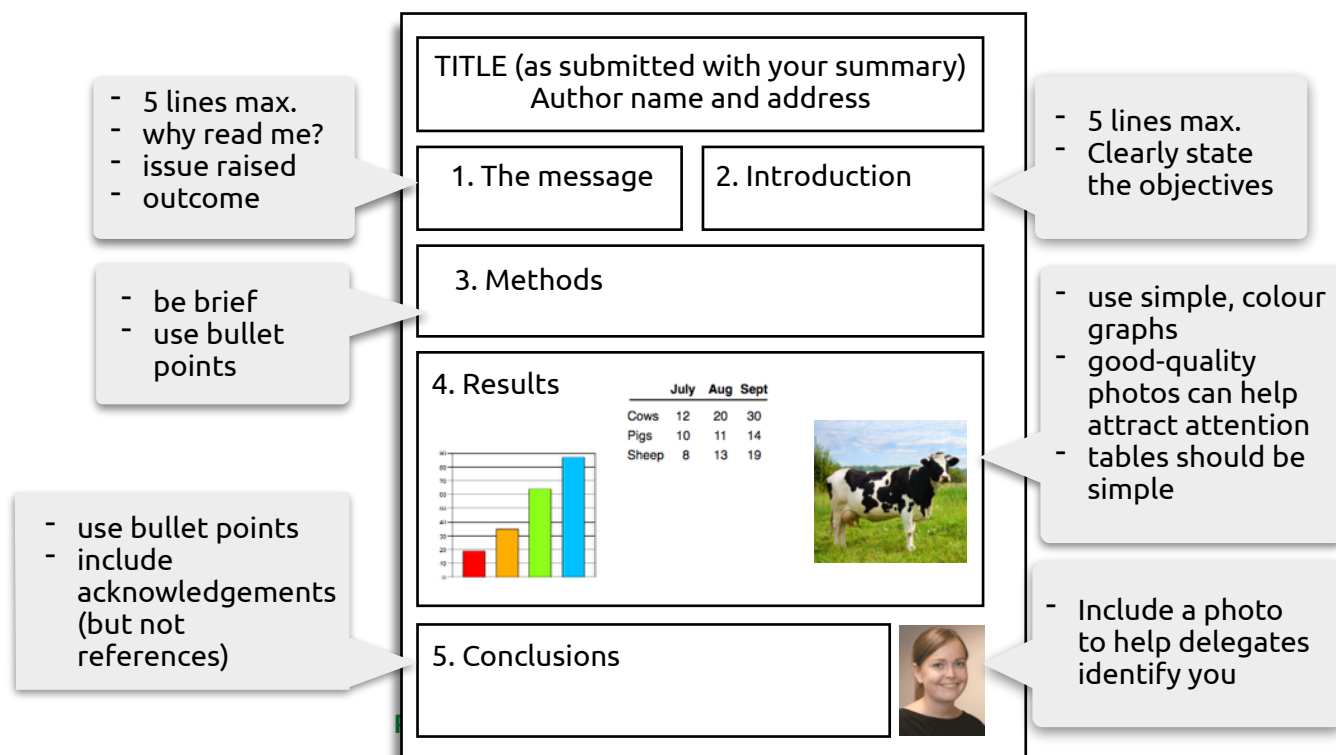
Keep it simple

Posters with too much information, colour or design can be distracting from your main message. Clarity is key!

A simple colour graph, table or photograph can help a reader understand the point you are trying to make. Too many will confuse.

Construction

- Posters should be A1 portrait size (594mm x 841mm), made from thick, plastic-coated paper or card. They can be made from one large or several smaller pieces if it makes it easier for transportation
- Divide the poster into sections, e.g. introduction, methods, results and conclusions.
- Make it clear in which order they should be read
- Include a photograph of yourself in the bottom right corner so that delegates can find you if they wish to discuss your poster
- Titles should be 2.5cm high and text 1cm high or conform to conference guidelines if specified
- Use clear lettering systems and good quality photographs

- 5 lines max.
- why read me?
- issue raised
- outcome

- be brief
- use bullet points

- use bullet points
- include acknowledgements (but not references)

TITLE (as submitted with your summary)
Author name and address

1. The message

2. Introduction

3. Methods

4. Results

	July	Aug	Sept
Cows	12	20	30
Pigs	10	11	14
Sheep	8	13	19

5. Conclusions

- 5 lines max.
- Clearly state the objectives

- use simple, colour graphs
- good-quality photos can help attract attention
- tables should be simple

- Include a photo to help delegates identify you

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Golden Rules

- Posters are a visual way of letting people know about your work in its simplest terms

- If people see and remember one image relating to one main point, you have succeeded

- The aim of a poster is not to explain every aspect of an experiment, but to show the aspect that is best-presented through a poster

- What you did and found should be said in large print so it can be easily read

Remember:

Most people passing your poster are not interested in detail. If any readers
are interested in more information, give them a handout instead.

If you have any questions please contact:

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In summary

We want you to succeed in ensuring your message is understood by as many people as possible. Follow our advice, and your presentation should be a success.

- Posters must be clear and easy to read. If it isn't clear, few people will make an effort to read it

- The key message you want to share should be the first thing that is read

- A poster should not merely duplicate a summary: use less information, not more

- Make sure you stick to a font size of 1cm in the body of the poster. If you think you need smaller text, you have too much information

- Colour and design should be used to enhance your story, not to show off

- Use a photo, graph or table if it helps explain your story, but use them sparely

- Logos should be discreet (1cm x 1cm each)

- Include a photo of yourself so people can identify you if they want to discuss your poster

- Proof-read your poster and ask other people to read it to check it makes sense and for any mistakes

- Ask yourself which posters you have time or interest to read, then compare those with your own