

E-Poster Presenters

- Making a E-Poster has virtually the same requirements as that of a printed poster only it is presented electronically.
- Each E-Poster will be displayed on a screen at the ASM and in the app.
- We recommend making your e-poster in powerpoint and will provide you a template and specifications for powerpoint e-poster.
- Remember that your material / illustrations will be viewed from a distance of one meter or more. Lettering should be as large as possible and preferably in bold type.
- SIMPLICITY is the key:
 - brief captions
 - tables that are few in number but clear
 - succinct text

Guide for Preparation of Posters

1. INITIAL SKETCH. Plan your poster early. Focus your attention on a few key points. Try various styles of data presentation to achieve clarity and simplicity. Does the use of colour help? What needs to be expressed in words? Readability and clarity of the type is paramount.

2. ROUGH LAYOUT. Enlarge your best initial sketch, keeping the dimensions in proportion to the final poster. Ideally, the rough layout should be full size. Draw rough graphs and tables. This will give you an idea of proportions and balance. For pictures ensure that these are no less than 150dpi when inserted in the presentation. This will retain the clarity and colour of the origin. The layout must be eye-catching and graphically enhancing

3. FINAL LAYOUT. The artwork is complete. The text and tables are typed but not necessarily enlarged to full size. Now ask - "Is the message clear? Do the important points stand out? Is there a balance between words and illustrations? Is the pathway through the poster clear?"

4. BALANCE. The figures and tables ought to cover slightly more than 50% of the poster area. If you have only a few illustrations, make them large. Do not omit text but keep it brief. The poster should be understandable without oral explanation. Bright colours are often eye catching but ensure that on bright and light colours the type is dark rather than light. If using a light background, ensure that the type is dark and vice versa

5. TYPOGRAPHY. Avoid abbreviations, acronyms and jargon. Use a consistent type-style throughout. Use large type, for example AERIAL, HELVETICA or CALIBRI.

6. MOVEMENT. The movement (pathway) of the eye over the poster ought to be natural (down columns and along rows). Size attracts attention. Arrows, hands, numbers and symbols can clarify sequence.

7. SIMPLICITY. Do not overload the poster. More material may mean less communication. Ask yourself, what do I want the viewer to remember? To check that your poster will be displayed correctly use the zoom tool to zoom in at 400% and this will show you how it will be presented on a 65" plasma screen.