**BSc Surgery and Anaesthesia 2012-2013**

**Posters**

Look at advertisements on the tube and elsewhere to see what works best. Can you read it easily, or is the main message too small for you to read. Do some colours work better than other colours? Are there some colours that make the text difficult to read? You will notice that with any publication, no underlining is used. This is fine for hand writing but not for any printed media.

Look at posters that are displayed. Again, are they easy to read, with consistent formatting and clear navigation?

**Poster presentation guidelines**

**Layout**:

The title, affiliation and authors should be clearly represented at the top of your poster. It is usual to put the Imperial logo on the top left hand corner.

Use active language as it is more striking than passive. If your title has two lines, balance the two lines so they are approximately the same length. Avoid having only one or two words in the second line.

**Contrast**

The contrast between the background colour and the text should be sharp, eg white background, black text.   
  
**Structure and navigation**

The standard when presenting research is to design the poster around Introduction; Methods; Results; Conclusions. These will vary with your topic but ensure that the reader knows how to navigate around the poster. Columns or boxes may help. At a conference, readers often look first at the title and the affiliation, then the conclusion and the introduction

Avoid overload of information. You will have a lot of material but be selective.

**Legibility**

Posters are usually read from a distance of a metre or more. Minimum font should be 24 point. Sans serif fonts are easier to read and give a sharper image, eg Arial. (Serif font eg Times New Roman)

**Format**

Agree on the text format and keep it consistent throughout the poster. Headings should be the same size, same font and same colour.

Avoid graduated backgrounds as the darker shades can sometimes make the text difficult to read.

**Diagrams, graphs and images**

It is good to use these but make sure they are labelled, that you refer to them in the text and it is clear to which section they refer. Your own diagrams are the best. Avoid pasting from other material as the quality can be poor and difficult to read. Acknowledge the source if you use other diagrams, graphs or images.

**References**

These should be as legible as the rest of the poster and no more than 10 references should be cited. For research posters often there are only 1 or 2 references

**Date** **and course**

Posters are often displayed in Departments after they have presented at conferences and it is helpful to have a date to know when the poster was presented.

In the bottom left hand corner put:

BSc in Surgery and Anaesthesia 2012-2013; Module 1

**Time**

Don’t underestimate how long it takes to prepare a poster. It is time consuming. Print the poster on A3 paper because what is legible and works well on the screen does not always work on the poster.

**Poster Presentations**

Apply what you learnt from the oral presentation practice but a reminder:

Start the preparation by outlining the main points and then either imagine you are telling someone about your topic, or actually tell someone. If you write it first and then learn a script, it will always sound as though you are reading out loud.

You will give a better performance if your clothes fit the formal role. Dress smartly but you don’t have to be booted and suited.

**Introduction and Conclusion**

Ensure that you introduce the structure of the presentation as well as the subject and yourselves. As it is an assessment, the examiners will want to know your individual names. At external events, you may wish to include your affiliation; Imperial College. When you give the conclusion, don’t include any new content, except further work. Speak clearly and slowly.

**Gesticulation**

This can help to illustrate a point but keep in check as it can be distracting. If you feel it is a problem, try clasping your hands behind your back, but don’t fidget with your hands. This will also prevent wobble from foot-to-foot as well as crossed arms or legs and hands jingling keys and money in pockets.

**Above all remember to rehearse, rehearse, rehearse ………………….**