2017 North Carolina's Coastal Conference
Poster Guidelines

Thank you for presenting at the conference. Please carefully review these guidelines to help the poster sessions run smoothly.

Setting Up Your Poster

After you check in at the registration desk on Tuesday, April 4, you should go to the poster exhibit space and put up your poster. You will be given a number at registration that notes which poster location you should utilize. The posters will be open throughout both days in the back of the room. Conference participants will be able to view posters during all breaks, the poster reception and lunch on day two. Please make every effort to have your poster set up before the conference starts so that all attendees have a maximum amount of time to view your poster. If you cannot arrive in time to set up your poster, please have a colleague set it up for you, or as a last resort, drop it by the North Carolina Sea Grant office no later than **noon Monday, April 3**, so we can set it up for you. Posters need to be removed at the end of the conference on Wednesday, April 5. Any posters left once the conference is over will be taken back to the Sea Grant office.

Posters will be displayed on bulletin boards. Please use pushpins only to hang your poster. Please do not use duct tape or other adhesive on the boards.

Student Poster Competition

Conference participants will have the opportunity to meet with poster authors during all breaks, but specifically during the poster reception/lunch on April 4. You should plan to be with your poster during most of this time period. The poster judging will also occur during this time frame, and judges and presenters alike have to find time to eat and interact with the posters. Given the time frame of the poster reception, this should be easily accomplished, but we recommend grabbing a quick lunch and then attending your posters. Poster winners will be announced during the evening event at the N.C. Museum of Natural Sciences on April 4. Poster presenters should plan to attend this event.

Size

Posters should not exceed 5 ft by 5 ft.

Poster Supplements

You will have some extra bulletin board space around your poster should you wish to post a folder with small, take-away printouts of your poster, business cards, project brochures or other supplemental information. Note that for the student poster competition, supplements will not be considered in judging, so you should not eliminate key information from your poster just because you have a supplement.

Formats

There are no specific formats required for posters, other than the overall size requirement, and that you include the title, author(s) name(s), author affiliation(s) and funding sources. However, we have included some general recommendations for creating effective posters on the next page, so you may want to refer to those or to other poster guidelines available online.

Effective Poster Presentations
Adapted from a course by George Hess
NC State University Forestry Department, Raleigh, NC

An effective poster:
• delivers a clear message • is highly visual • is read easily from 1-2 meters away

Know your message: What is the <u>ONE</u> thing you want your audience to learn?
Focus on your message throughout the poster: If it doesn't reinforce your message, leave it out.
Know your audience: Your audience determines the tone and content of your poster.
Write an effective abstract: Stimulate people's interest in viewing your poster.

Layout
- Balance the placement of text and graphics.
- Use white space creatively to define flow of information.
- Don't fight "reader gravity" that pulls eye from top to bottom, left to right.
- Column format makes poster easier to read in a crowd.

Graphics
- Graphics should be simple and clean.
- Stick to simple, 2-D line graphs, bar charts, and pie charts.
- Avoid 3-D looking graphs unless you're displaying 3-D data.
- Be sure to follow text guidelines (below) for graphs.
- Use photos that help deliver your message.
- Use spot art — but not too much — to attract attention.

Text
- Minimize text! Keep text elements to 50 words or less.
- Use phrases rather than full sentences. Use an active voice.
- Avoid jargon (depends somewhat on audience).
- Use a serif font (e.g., Times) for all text — it is easier to read.
- Sans-serif font (e.g., Helvetica) is OK for titles.
- Use no more than two fonts.
- Text should be large — **at least** 36 point for title panels; 24 point for text.
- Text in figures should also be large. Title should be **at least** two inches tall.
- Headings help readers find key sections — objectives, results, etc.

Colors
- Use a light color background and dark letters for contrast.
- Avoid dark background with light letters — very tiring to read.
- Stick to a theme of 2-3 colors, no more.
- Overly bright colors attract attention, but wear out readers' eyes.

Software Tools
- Microsoft PowerPoint is a good, relatively easy-to-use tool for creating posters.
- Adobe Illustrator is handy. Adobe Photoshop is good for manipulating images.
- Microsoft Excel can create graphics and export them for PowerPoint.