

# Guidelines for Posters at the American Academy of Optometry

## The Basics

### 1. Size

Your poster must fit on a board that is 4 feet by 8 feet.

### 2. Time and Day

Check the time and day your poster is scheduled for.

Posters are displayed all day.

Authors are scheduled to be at the poster for only a portion of the day. Be sure you know when you are scheduled.

Take down your poster at the time indicated in the schedule.

The general poster schedule for the 2011 meeting appears at the bottom of these guidelines.

## Helpful Hints

### 1. A poster is a VISUAL presentation. It must first attract the viewer.

There are a lot of posters and competing activities during the meeting.

Divide the poster into 3 or 4 main sections using color or borders/boxes.

Boxes and borders allow related elements to be visually grouped together.

Scientific Poster - introduction, methods, results and conclusions

Case Report - background, case details (DX, TX/management, outcome) take home message or bottom line

Also include acknowledgements and conflicts of interest.

### 2. Hints to improve visual presentation

Use bullets and short phrases NOT lengthy text.

Graphs better than tables, tables better than text to communicate key points

Summarize key points under the graphs/tables that illustrate them.

Use simple clean design – too many colors and fonts can distract from the message

Color should be used with purpose, not randomly applied just for the sake of color.

Information must be easy to obtain.

When preparing your work for presentation, remember:

Many may read your title.

Fewer will read your abstract.

Fewer still will read the entire body of your work

### 3. Fonts and Sizes

Recommend proportional type fonts (easier to read)

Times New Roman

Arial

Century Schoolbook

Font Sizes<sup>1</sup>

Title – visible from 25 feet – 72 point

Body of text – visible from 4 to 6 feet 20 to 24 point

4. Typically there are two levels of interest from those attending the poster session
  - A. Those interested in the “bottom line”  
These are people interested in the subject or result but not all the details. They want to know what you found and why it is useful, but usually not how you got there.

For these people, the question and the conclusion or bottom line should be easy for them to find. They should be able to get all the information they want in less than 3 to 5 minutes.<sup>1</sup>

If these people stop by your poster while you are there, think about being able to present your results in about 3 sentences, as if you were at a cocktail party or having a short conversation in an elevator.

- B. Those working in the area or very interested in the area and want all the details  
These people will want to go through the entire poster. However, they should be able to get all the information from the poster without you present. They should be able to review your entire poster in about 10 minutes.<sup>1</sup>

They should be able to determine the purpose, overall methods/design, results and conclusion just by reviewing your poster. Remember that your poster will be up all day but you will only be at your poster for 2 hours. Due to the varying schedules and interests, attendees frequently view your poster when you are not there.

1. Legibility Guidelines from Sarah Boslaugh, Ph.D., a senior statistical data analyst in the Department of Pediatrics at the Washington University School of Medicine in St. Louis, Missouri. <http://office.microsoft.com/en-us/help/HA012276421033.aspx>

Other sources

<http://www.cis.udel.edu/~pollock/fse04/posterauthorinst.html>

### **The schedule for poster presentations is as follows:**

#### **Wednesday, October 12th**

**All posters must be up for display on the assigned board by 9:00am**

**Posters are displayed for the entire poster session from 9:00am to 5:00pm**

**Posters taken down between 5:00 and 5:30pm**

**Authors of ODD numbered posters present from 10:00am - 12:00pm**

**Authors of EVEN numbered posters present from 2:00 - 4:00pm**

**ALL Authors present from 4:00 - 5:00pm**

#### **Thursday, October 13th**

**All posters must be up for display on the assigned board by 9:00am**

**Posters are displayed for the entire poster session from 9:00am to 5:30pm**

**Posters taken down between 5:30 - 6:00pm**

**Authors of ODD numbered posters present from 10:00am - 12:00pm**

**Authors of EVEN numbered posters present from 1:30 - 3:30pm**

**ALL Authors present from 4:30 - 5:30pm**

#### **Friday, October 14th All posters must be up for display on the assigned board by 9:00am**

**Posters are displayed for the entire poster session from 9:00am to 5:00pm**

**Posters taken down between 6:00 and 6:30pm**

**Authors of ODD numbered posters present from 10:00am - 12:00pm**

**Authors of EVEN numbered posters present from 2:00 - 4:00pm**

**ALL Authors present from 5:00 - 6:00pm**