

Poster Guidelines

Definition:

A POSTER is a form of written visual communication generally used in academic events to present results of investigations or experiences that contribute or question a topic of interest to the community that embraces it.

Structure:

1. Title

It is the same title of the paper. It will raise attention and interest on the work. It has to be relevant to the information presented. Sensationalist expressions should be avoided.

The following alternatives could be used:

- A phrase
- A short sentence
- A phrase followed by a colon, and an explanatory short sentence
- A question

2. Subtitles

They specify each section of the poster and require a direct relation with the general title. The use of extended subtitles should be avoided.

3. Description of the situation or problem proposed

The situation that is analyzed will be written emphasizing the importance and practical usefulness of the contribution of the study. It must be written in an impersonal way, emphasizing the context of the experience, period and institution that leads or lead the intervention.

4. Formulation of the objective(s) that is or was pursued with the mentioned experience

This formulation requires three elements: An initial verb written in infinitive, the addressed topic and the pursued purpose. The infinitive tense will only be used for the initial action; it cannot be included in other verbs of the objective. Having too many objectives should be avoided.

5. Logical order of the presentation

The presentation includes texts, diagrams, images, tables and so on. All this information must follow a themed sequence that allows its ordered and comprehensive reading from left to right or up and down.

6. Results

Preferably numbered and written in complete sentences. They must be sufficient and provable for the people interested in doing so.

7. Conclusions

Preferably numbered and written in complete sentences. They must be sufficient and collect the synthesis of the analysis carried out in the study.

8. Author-s

The academic degree, full names and last names, and academic function must be specified, followed by the e-mail. If necessary, the name of the person who led the project or experience can be differentiated.

Usually the posters have the logo and name of the institutions that support it.

9. References

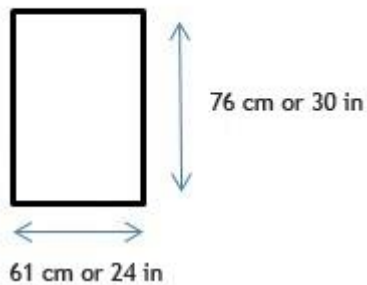
They can be included as long as they are necessary or explanatory. In these cases, the existing recommendations concerning the citation of sources in scholarly works should be followed.

Recommendations:

Size

POSTER SIZE

76 cm x 61 cm or 30 in x 24 in



Layout of content, graphics, shapes and colors.

Based on the principle of Esthetics that "less is more", all elements must create a unity that allows the assessment of the information in the different ways presented. The equilibrium of the quantity, quality and shapes will allow to achieve it. A poster should not be confused with a billboard that uses others attractive sources to call the attention.

Use of images, tables and legend

The images and tables necessarily require a legend to explain why they are in the poster. Generally the graphics, tables, images and so on, fill the 50% of the poster.

Composition

The composition will be careful, clear and precise. The use of preferably short and simple sentences is recommended. Unconventional or unknown abbreviations should be avoided. If any technical term is not well known, it will be briefly explained. Repeating words should be avoided with the use of synonyms. It is useful to review existing rules for scientific writing.

Syntax

It is necessary to assess the proper syntax, the use of the verbal tenses, the agreement of the variables of the sentence, and so on. The validation of the redaction and the syntax with an expert is suggested.

Orthography

Likewise, the orthography will be revised in terms of accents, punctuation and the use of the letters, caring about the application of the latest standards given by the linguistic authorities. Remember that in Spanish, the capital letters also have accent.

Fonts:

Since the poster must be visible and readable from 1.5 or 2 meters away, the selection of the letters and their size is fundamental to facilitate the reading of the observers and listeners of those who make their oral presentation. The use of Arial narrow font and no more than two types of fonts is suggested. The recommended sizes are: Titles, 36; subtitles, 30; texts, 20. The unnecessary use of bold formatting should be avoided.

Precautions:

For any unexpected situation, a copy or digital version is recommended to be carried as well as having it wrapped in packaging that will take care of the presentation of the material.

Oral Presentations:

The presentation of the poster is usually accompanied by a brief explanation of one of its authors. It is advisable to follow the poster structure and be prepared for possible questions about the information presented, alluded or deduced.

Required Ethical Dimension:

Individuals or authors are responsible for the academic and scientific quality of the information, and they will take care of respecting the sources.

Additional recommendations

- We recommend a minimum font size of 24 pts. Bold section names. The poster should be clearly readable from a distance of 2 meters.
- Language: Spanish, English, Portuguese, French.
- We encourage the use of pictures, graphics and any other illustrative material.
- You may want to include the followings: title, authors, affiliations, faculty mentor, abstract, introduction, methods, results, conclusions, and future work.
 - The following links are examples of how to make a poster:
Spanish
http://www.postersessiononline.es/disenio_powerpoint.asp
English
http://www.tlct.ttu.edu/posters/How_to_Make_a_Poster_Using_PowerPoint.pdf
<http://www.cns.cornell.edu/documents/ScientificPosters.pdf>
<http://www.writing.engr.psu.edu/posters.html>
<http://www.personal.psu.edu/drs18/postershow/>