

Guidelines for Posters for the AES Annual Conference

General points

The most effective posters use clear, easy to read letters, with relatively brief text, supported by diagrams, graphs, data and pictures. If in doubt, avoid clutter and keep the text brief. Stick to the key points. **The most common failure of a poster is that the text is too small. Please avoid this.**

The poster should be intelligible in itself, whether or not the author(s) is present. It will be seen and read outside the presentation period, so make sure it reads easily whether or not you are there to answer questions.

A useful website on how to design a poster, from North Carolina State University, can be found [here](#).

Specific points

Size: The boards on which posters are mounted are portrait in orientation – a landscape style poster will not fit. Please use the A0 size (1189 x 841 mm) and if possible, laminate your poster. Velcro/fittings will be made available for securing the poster on the board.

Heading: The full title of the poster, name(s) and affiliation(s) of author(s) should be at the top of the poster and be legible from at least 3m. This usually means letters should be at least 3 cm in height.

Format: The suggested format of the poster is as follows:

- Banner heading: title of poster — followed immediately below by the name and affiliation of author(s)
- Introduction: context, antecedents, previous work in the area
- Research aims, hypotheses
- Methods
- Results
- Discussion
- Conclusions
- References if necessary

The foot of the poster should include details of who to contact. If your poster is more exploratory – for example, you are in the earlier stages of a PhD – feel free to adapt the format. For example:

- Banner heading: title of poster — followed immediately below by the name and affiliation of author(s)

- Introduction: context, antecedents
- Research aims, hypotheses, methods
- Summary points from literature review
- Potential methodologies
- Preliminary results / further research

Legibility: All lettering should be **legible from a distance of 2m** (the title should be readable from 3m). Diagrams should be legible from this distance. Regular type should be enlarged by at least 200% to be about 1cm in height.

Continuity & design: The poster should read logically from top to bottom and from left to right. Use headings to make it clear to the viewer the order of material.

Do use visual material. Text alone is dull. Graphics usually convey information, especially quantitative data, effectively. Don't repeat information in the text and in graphs and tables. If your work is largely qualitative, use a diagram to illustrate causal links, display a map, or simply include a relevant photograph.