**Use power point to create your poster**

**Format:** Landscape

**Size:** A0 for printing

**Logos:** Include NHS Trust, research funders and university logos as appropriate

**Ensure the author list** is included and organisation affiliations on the poster.

**Ensure the first author email contact details are included.**

APCP will provide pins/ fastenings**.**

**Visibility**

The subject of your poster should be clear from 3 metres away, and images should be clear from 1.5 metres away. You want people to stop and read it, so make sure it is visible.

**Clear images and figures**

Avoid putting in too many figures or images. Only use those that show the critical data from which you have used for your main conclusions. Ensure that each one is large enough to be clear. Try to use a largish eye-catching image to grab attention from a distance. All images and figures need to have a title and an explanation in an appropriate location on the poster. Graphs should show any relationships between data as clearly as possible. They need to have clear axes labels, titles and plot lines.

**Balance of text and images/ figures**

There needs to be a balance of text and figures/images across the poster to keep the audience engaged throughout.

**Use columns**

Columns make the lines shorter and, therefore, easier to read. Additionally, they add vertical lines to the layout, which helps when aligning other elements. Consider where the most important findings and figures should be on the poster

Don’t bury your conclusions and key figures at the bottom of the page. Most English-speaking people look at the top left of a page and work towards the bottom right.

A font size between 36-44 is ideal for titles and headings, and a font size of 20-24 should be used for the body text. A sans-serif font is best used for headings. They are easier to read from a distance and should be large enough to make spotting keywords easy from a few metres away. When printed, large blocks of text are easier to read in serif fonts and are the best choice for the body text. Be careful not to use too many different fonts or font sizes as this will look messy.

**Justify columns of text to the left**

Full justification of columns may make the poster look neat, but it will make the text harder to understand. The inconsistency of spaces between the words creates an awkward reading experience.

**Make use of white space**

With scientific posters, it is very tempting to put in loads of information and use up every possible space. This will lead to a confusing, cluttered and difficult to read poster that passers-by are likely to walk straight past.

Effective use of white space will make the poster a pleasure to read. It will lead the eye from one element to the next, in the order intended. It should also make the reader aware of related elements on the page.

Use a clean and light colour palette to make it easier to read

**Colour**

Most of your background colours should be light, neutral colours. This will create a greater contrast with your text, which should generally be black. It also means that when you do use bolder colours it will be obvious that this is an important part of the poster. Textured or picture backgrounds should never be used. They won’t add any new or necessary information to your poster and will serve as a distraction to the science.

**Try and limit your word count to 800**

A useful rule for minimising text is to have a maximum word count of 800 words including figure legends. Spread out well across a large poster this number gives a good balance between being able to explain the research and leaving room for figures and white space.

**The title should create intrigue of possible**

The title is the most important piece of text on the poster. If your poster is the explanation of a single research paper, then don’t use the same title (unless it happens to be snappy and to the point – unlike most). The title should be short, contain as many keywords as possible and encourage the reader to look further into the research. Don’t give everything away in the title; create a reason for them to come closer and read more.

**Use Illustrations to explain difficult concepts**

It is often easier and clearer to explain a difficult concept with a well annotated illustration or cartoon. Using text can over complicated description, leading to confusion and misunderstanding.

**Get feedback from colleagues and supervisors**

To make sure that you are confident that your poster clearly conveys your research and is eye-catching, show it to your colleagues and collaborators. Their honest feedback will ensure your poster is both appealing and clear.