

## Golden rules !

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- Posters are a visual way to let people know in the simplest of terms about your work.
- If people see and remember one visual image relating to one main point, then you have succeeded.
- The objective of a poster is not to explain every interesting aspect of an experiment; it is to show that aspect which is open to presentation through the poster medium.
- With a poster the medium and the message are closely connected. What you did and what the result was should be said in large print, simply and be instantly seen by the viewer.

## Remember

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Most people passing your poster are not interested in details – think how much of other people's posters you read! – give them a handout instead.

## In summary

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We want you to succeed in ensuring that your message is understood by the greatest number of people possible. Follow our advice and you will have a successful presentation.

- Posters must be clear and easy to read. Type size should be large. If it is not visually clear, few people will make the effort to read it.
- Use less information, not more (ie. a poster should not merely duplicate the summary).
- Respect the size of type suggested – this will ensure readability. If you think you need smaller text to include everything then you have too much information!
- The message – 'the hook' – that you wish to impart should be the first thing that is read.
- Avoid design for design sake: colour should be used to enhance the story that you are presenting, not to show off!
- Consider a photo, table or graph, especially if it helps to explain your story. But not too many!
- Logos (maximum two per poster) should be discrete – this is a scientific meeting (10cm × 10cm maximum).
- Proof read, do it again, then get somebody else to do it!
- Ask yourself – which posters do you have time or the interest to read? Then compare those with your own.

# British Society of Animal Science BSAS

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## Guidelines for the Preparation of Scientific Posters

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*What is your clear and  
easy to read message?*

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## “The Hook” – the message

To get delegates to read *your* poster you must have a clear message which answers the **why read me** question.

This should be prominently displayed as it may be the only part read.

What is the most important aspect, outcome, or issue raised in your poster?

## Simple and clear please

Posters with too much information, too much colour and too much design have weak messages.

### • Clarity is the key word

A simple graph (in colour), a table or a photograph will attract and aid understanding. Too many will confuse.

The example in this leaflet has only one graph, one table and one photo.

## Construction

- Make the poster fit a board 1.5m wide × 1.2m high
- Posters can be made up on one large sheet or up to six smaller sheets (which can go in your suitcase!)
- Use thick paper (plastic coated is reasonable) or card
- Divide the poster into sections (eg. title, message, introduction, methods, results and conclusions). Make it clear in which order they should be read by numbering (1, 2, 3 ... or lettering (A, B, C ...)).
- Titles should be 2.5cm high, text 1cm high
- Photocopy enlargements should be avoided as they produce poor quality
- Use a sophisticated lettering system, photographic enlargements or a high quality computer output

