



bsas
Belfast'24

9-11 April 2024



GUIDELINES FOR SCIENTIFIC POSTERS

BSAS

Guidelines for Scientific Posters

The hook

- To get people to read your poster you must have a clear, prominent message which grabs their attention.
- Your message should focus on the most important aspect, outcome or issue in your poster.

Keep it simple

- Posters with too much information, colour or design can be distracting from your main message. Clarity is key!
- A simple colour graph, table or photograph can help a reader understand the point you are trying to make. Too many will confuse.

Construction

- Posters should be A1 portrait size (594mm x 841mm), made from thick, plastic-coated paper or card. They can be made from one large or several smaller pieces if it makes it easier for transportation
- Divide the poster into sections, e.g. introduction, methods, results and conclusions.
- Make it clear in which order they should be read
- Include a photograph of yourself in the bottom right corner so that delegates can find you if they wish to discuss your poster
- Titles should be 2.5cm high and text 1cm high or conform to conference guidelines if specified
- Use clear lettering systems and good quality photographs

- 5 lines max.
- why read me?
- issue raised
- outcome

- be brief
- use bullet points

- use bullet points
- include acknowledgements (but not references)

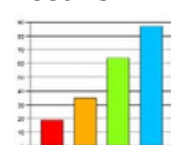
TITLE (as submitted with your summary) Author name and address

1.The message

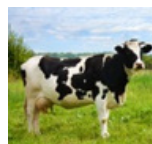
2.Introduction

3. Methods

4.
Results



| | July | Aug | Sept |
|-------|------|-----|------|
| Cows | 12 | 20 | 30 |
| Pigs | 10 | 11 | 14 |
| Sheep | 8 | 13 | 19 |



5.
Conclusions



- 5 lines max.
- Clearly state the objectives

- use simple, colour graphs
- good-quality photos can help attract attention
- tables should be simple

- Include a photo to help delegates identify you

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Golden Rules

- Posters are a visual way of letting people know about your work in its simplest terms
- If people see and remember one image relating to one main point, you have succeeded
- The aim of a poster is not to explain every aspect of an experiment, but to show the aspect that is best-presented through a poster
- What you did and found should be said in large print so it can be easily read

Remember:

Most people passing your poster are not interested in detail. If any readers are interested in more information, give them a handout instead.

If you have any questions please contact:

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In summary

We want you to succeed in ensuring your message is understood by as many people as possible. Follow our advice, and your presentation should be a success.

- Posters must be clear and easy to read. If it isn't clear, few people will make an effort to read it
- The key message you want to share should be the first thing that is read
- A poster should not merely duplicate a summary: use less information, not more
- Make sure you stick to a font size of 1cm in the body of the poster. If you think you need smaller text, you have too much information
- Colour and design should be used to enhance your story, not to show off
- Use a photo, graph or table if it helps explain your story, but use them sparsely
- Logos should be discreet (1cm x 1cm each)
- Include a photo of yourself so people can identify you if they want to discuss your poster
- Proof-read your poster and ask other people to read it to check it makes sense and for any mistakes
- Ask yourself which posters you have time or interest to read, then compare those with your own