

## Poster Presentations : Outline

- Contents
  - Tell a whole story of a problem and a solution (your design) without further explanation of team member
  - Size problem as one-third of poster, and solution and its benefits two-thirds
  - Emphasize problem and solution and not research methods
  - Emphasize the positive results of your design
  - Conclude with the impact of your design on current state-of-the-art or users
  - Include names of team members, section and team numbers, and the seal of Istanbul Technical University in lower right or left corner.
  - Can be read in one minute
- Layout
  - Size is 625 mm by 450 mm
  - Include large bold title banner across the top
  - Use mostly graphics and relatively little text:  
40% graphics, 40% empty space, and 20% text
  - Present information in columns rather rows
  - Leave margins on all four sides
- Graphics and Visual Aids
  - Eliminate unimportant information
  - Must be seen easily from 2 meter away
  - Surround graphics with a border for separation from text
- Text
  - Use strong, clear, and simple headings
  - Write simple sentences and phrases
  - Avoid vague words and abbreviations, and use active voice
  - Use bullets and phrases rather long paragraphs
  - Remove unnecessary detail word by word
- Format
  - Use sans serif font for headings and titles (100point)
  - Use font size to indicate the hierarchy of text
  - Use font sizes that can be seen from 2 meter (Minimum 36 point)
  - Avoid uppercase
- Color
  - Use colors to enhance your message
  - Don't detract from your message by overuse of colors
  - Use neutral background
  - Limit colors to two or three
  - Ensure, if bright colors are used, that they don't clash, and text is readable