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**Poster reminders (case reports):**

General flow of the case posters (use pictures and graphics wherever you can):

(Abstract: Some meetings expect/require the abstract. If not required, leave it off.)

**Introduction**, which would include the features of the clinical condition. You may include your clinical question or case objective as part of the introduction or make the question/objective its own section.

**Patient presentation**: relevant clinical features

**Disease course** (which may include a timeline)— only the relevant stuff.

**Work up**: This may include lab values, etc. Use graphics whenever possible. Use visuals to draw attention to the relevant features.

**Discussion** of why this case is important: newly recognized or abnormal presentation of already established condition; new approaches to management of a previously described condition; or a rarely seen clinical condition. (Bullet points are usually more effective than complete sentences) The focus for your discussion will be set by your question or objective.

**Take home points**: again, bullet points are usually more effective.

**Literature cited/references** this can be smaller font.

**Acknowledgments** (if applicable; optional): This can be smaller font.

**Poster reminders (general):**

Remember that you need to be able to read it from 4-6 feet away. Any picture, text, table, everything. Figures are especially important. Make sure you can understand them from 6 feet away.

Include a figure that will help you explain the project.

Don’t use a lot of text. For a poster, less is more. The reader should be able to read the whole thing in 5-10 minutes. (Most readers will only be looking at your figures.)

Width of textboxes should be ~45-65 characters.

Look at the overall flow of your poster. What will catch the attention of the audience. Showcase the important stuff.

Don’t let the background or graphics be distracting.

Dark background with light text can be hard to read.

Serif fonts are better for small print, such as reading this handout, a textbook, or a novel. San serif fonts are better for reading from a distance, such as Powerpoints and posters. Use a san serif font for your poster. Examples:

* San serif fonts include Calibri, Tahoma, or Arial;
* Serif fonts include Century, Times New Roman, or Palatino

Set the paragraph line spacing “at exactly” so superscript, subscript and any other odd characters don’t set off the line spacing

Don’t use all Caps for anything—not for the main title nor for titles or headings within the poster nor for axis labels. THE HUMAN MIND PROCESSES WORDS BETTER WITH LOWER CASE. The human mind processes words better with lower case.

Use a verb in your title. It should convey action and a complete thought.

Avoid underlining—it will typically draw too much attention. Use sparingly if you really need to draw the attention.

Don’t justify your margins. Let the left margin end where it will. The blank spaces inserted randomly to make the right and left margins straight are distracting. They are like little rivers flowing through your textbox.

Choose colors carefully.

Don’t try to move a poster from PC to Mac or Mac to PC if you can avoid it.

Titles for pictures and tables should impart some information.

Use descriptions or pictures in your tables or figures, rather than the shorthand abbreviations you used in the lab.

Don’t use colors for the background of your graphs or figures.

Don’t use 3-D graphs on the poster unless that is the only way to represent your data. It is really hard to compare one data point to another.

Don’t use too many boxes and lines on your poster. You don’t want it to look like a graph/plot

Be careful about lifting pictures, graphics, etc., from the internet. Do you have the rights to that image? Is it high enough resolution? Give appropriate citations for anything that is not yours.

Leave white space on the poster. 35-40% of the poster should be white space.

*Genus* and *species* should be italicized.

Read carefully the instruction for authors to make sure you follow them. Some require an abstract in the upper left corner. Some specify the way the authors and affiliation are listed. Some require the poster number or other information related to the meeting be displayed.

Set the poster size according to the instructions to authors before you start putting together the poster. Resizing a poster after the figures and textboxes are placed messes up lots of things. The poster size is set in PowerPoint under design, slide size, custom size.

If you will be evaluated as part of a poster competition, find the rubric to make sure your poster is complete (and easy for the judge to evaluate).

**Obtain permission from all authors before you submit the abstract** and before you print the final poster.

Spell check, spell check, and then ask a real person to check your spelling and work usage. (affect/effect; the word “data” is plural; the word “bacteria” is plural.)

Presentation tips are always available. (Practice before you present!)