

Electronic Poster Guidelines

Poster display and formatting requirements

- Posters will be displayed on a 60 inch (1522mm) plasma screens (aspect ratio 16:9 wide screen) set up **portrait style**.
- Posters should be set up in a jpg or pdf format (portrait mode) with a resolution of 1920 high x 1080 wide pixels.
- Posters can only be one page
- Posters cannot be interactive, please do not embed links
- Each screen will have an iPad located next to it that will allow you to find, display, navigate and 'zoom in' on your poster.
- Please see below formatting information to assist you and to ensure it can be viewed correctly on the screens:

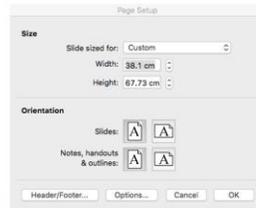
Posters should be 1920 pixels high x 1080 pixels wide
They will be displayed vertically on a large screen
File format needs to be JPEG or PDF



PowerPoint

Choose Design -> Slide size
Choose widescreen or 16x9
Choose portrait orientation
28.58cm x 50.8cm
11.25"x 20" (W x H)

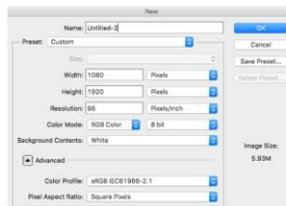
To Export
Choose File -> Export or Save as
Change file format to JPEG or PDF
Check resolution; width should be 1080;
Height should be 1920



Adobe Illustrator / Photoshop

Choose File -> New
Width 1080 Pixels
Height 1920 Pixels
Resolution 96 pixels/inch

To Export
Choose File -> Save as
Change format to JPEG or PDF



1920 pixels
High

1080 Pixels Wide

Good poster principles

Your poster should be an advertisement for your ideas, findings or techniques; so good posters apply the techniques of salesmanship to seize and hold viewers' attention:

- Titles and sub-headings should be short and to the point.
- The content should be concise and logical.
- The design should look good, using attractive colour, graphics and typography.

Tips for making a successful poster

- Use bold characters to stress a point. Use them sparingly and in preference to underlining or writing phrases or sentences in capitals.
- Avoid over-crowding your poster. Leave "breathing space" around the text to make it more readable. Aim for 20% text, 40% graphics and 40% empty space.
- Stick to the same size and style of type for all body type. Illustration captions can use a different type, size and style, but keep this consistent throughout all captions in the poster.
- Keep body text left aligned and all columns should be of equal width.
- Use photographs or coloured graphs where possible to add visual interest.
- Convert complex numerical tables to graphs or charts. Avoid long numerical tables.

Text

- Use plain, familiar fonts such as arial, helvetica or times new roman.
- Headings should be in capitals and lower case, not all capitals.
- Bullet points are easier to read (use phrases rather than full sentences)
- Avoid italics other than in scientific names.
- Use active voice, short sentences, and simple words.

Graphics

A poster is a visual representation of your work.

- Graphics should make up a large portion of your poster.
- Graphics should be visible from two metres away.
- Tables are preferable to figures for small data sets.
- Stick to simple 2-D line graphs, bar charts, and pie charts.
- Use clearly distinguishable colours for line graphs and histograms to identify data sets. Avoid elaborate shading and cross-hatching.
- Photos should have at least 300 dpi resolution in order to reproduce well.
- Do not use pictures from websites. Apart from copyright problems that may arise, the resolution of web illustrations is usually too low to reproduce on the screen clearly.

Send your poster to mandy@conference.nz by 22 August.