



Τὰ πάντα ρεῖ καὶ οὐδὲν μένει - "Everything flows and nothing remains the same." *Heraclitus*

## How to make your poster for ISEE 2012

The purpose of this handout is to give you some useful advice about how to prepare and design a poster using suitable software packages, such as *PowerPoint* and/or *CorelDRAW*. The preferred poster size for the conference is **A0 (1189 x 841 mm) landscape**, an alternative is A1 (594 x 841 mm) portrait.

Think	Who is going to read your poster?
Title	Should be succinct and interesting; your name (and any co-workers names, sponsors, etc) and addresses should be given in this section. As the lead author, you should include your e-mail and any website address. Lettering in this section should be large, bold and clear.
Aims	Very clear and succinct to grab the attention of anyone passing; bullet points are often useful to achieve this effect. From this section the reader should be able to tell whether they want to read the rest of the poster.
Layout	Aesthetically pleasing, spatially balanced. Avoid insipid colour combinations; blue and white can be effective. Think about how you can lead the eye of the reader through the poster; there should be a logical line of thought to follow.
Type	Sensibly sized and should be legible from 2m away. All to be in the same font (best to use Times New Roman) where possible, except on diagrams (Arial). Major headings to be big and bold; text should be black or dark blue, depending on the 'background' colour of the poster; can use red if you wish to emphasise a particular point.
Text	Keep to a minimum. In general, bullet point form is easy to assimilate. Make sure it does not read like a scientific paper for a journal. Use spell check and grammar check in any software to minimise spelling mistakes and poor grammar.
Photos/Diagrams	Succinct, each with a self-explanatory title; they should be large enough to have impact; keep them simple.
Conclusions	A distillation of the main point(s); bullet points may help. This section should 'stand alone' and relate to the Aims section.
Acknowledgements	Can contain information such as sponsor's name and address; EPSRC number, industrial contact(s), other contributors, etc. This section should normally appear at the bottom of the poster.

### Practicalities

Text	<i>Microsoft Word</i> , easier and simpler to use than <i>PowerPoint</i> . This can be copied into <i>PowerPoint</i> . Spell/grammar check should be used to minimise mistakes and poor grammar.
Photos Diagrams	Use simple, clearly lettered and labelled images, simplify graphs. Photos should be scanned at 300 dots per inch for the final size. Better to save photos as jpg files (smaller files but beware that quality can reduce if excessive file compression is used). Problems can occur when you copy and paste from other software such as <i>Excel</i> .

**Good luck, have fun but be warned - do not under-estimate how long it is going to take you!**