

AEON INTERNATIONAL MULTIDISCIPLINARY CONFERENCE ON SOCIAL SCIENCES AND ARTS 2016

POSTER PRESENTATION

KEY GUIDELINES

1. A poster is a visual presentation of information and should be designed as such - do not simply reproduce your written paper in poster format.
2. It should be understandable to the reader without verbal comment - someone might look at it while you are talking to another delegate.
3. Remember, you are trying to catch the other participants' attention.

POSTER CONTENT

- Make sure paper title and author's name are prominent and eye catching
- Tell a story: provide clear flow of information from introduction to conclusion
- Focus on your major findings - a common mistake is to try to cover too much. Get straight to the point.
- Use graphs, tables, diagrams and images where appropriate. Use boxes to isolate and emphasize specific points.

DESIGN SUGGESTIONS

- Use all the space at your disposal, but do not cram in the content – the white space is an important part of the layout, and good use of it can make a poster elegant and engaging.
- Use color sparingly - limited use of a few colors is more striking than a 'rainbow' approach. Think about why you are using color; it is especially useful for emphasis and differentiation.
- Avoid color combinations that clash (e.g. red on blue) or cause problems for people with color-blindness (e.g. red and green in proximity).
- It is recommended not to use color background. Use white or muted color background (e.g. pastel shades, semi-transparent).
- The flow of information should be clear from the layout; if you have to use arrows to indicate the flow, the content could probably be arranged better.
- Clearly label diagrams/drawings and provide references to them in the text where necessary.
- The title text should be readable from 4 meters away - at least 40- point text.
- The body text should be readable from 2 meters away - at least 20-point text.
- Choose a clear font with large inner space. Good examples are Arial, Verdana, Georgia or Helvetica.
- Keep the word count as low as possible.

REMARKS

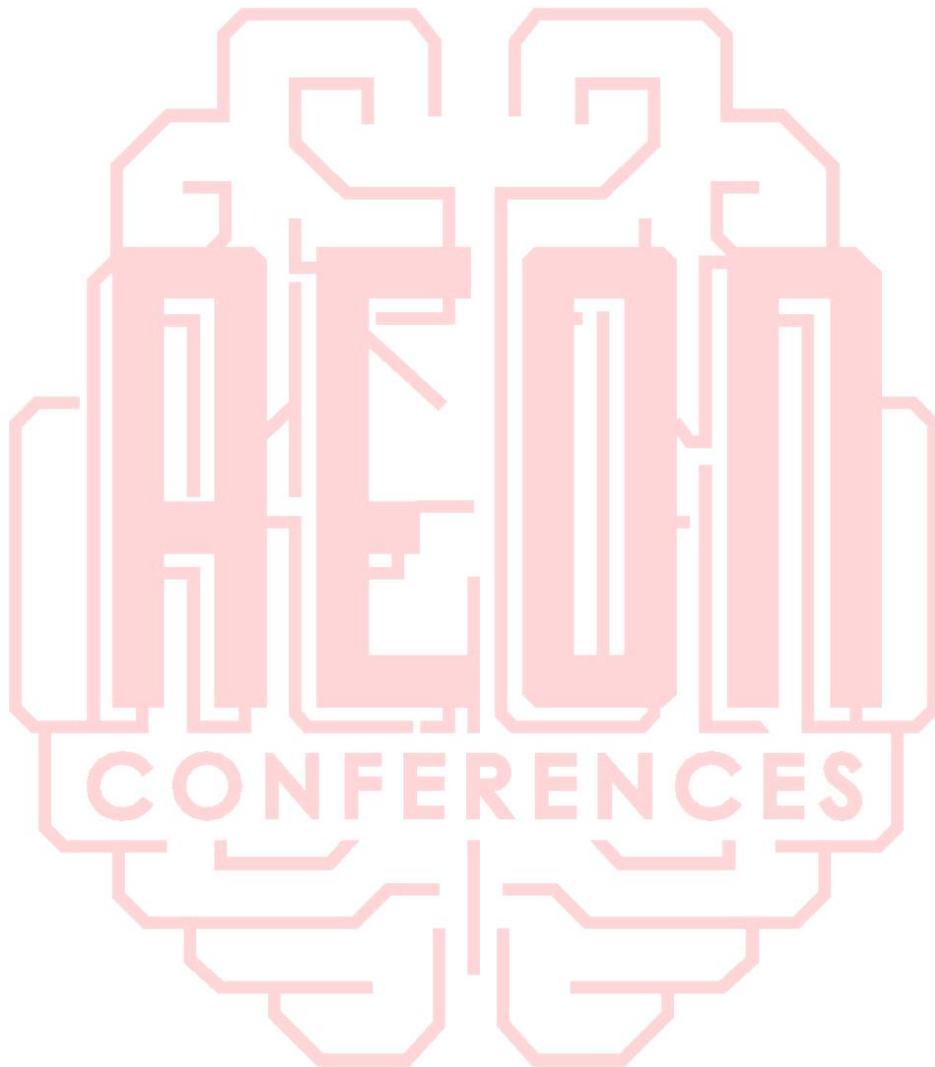
1. The title of an effective poster should quickly orient the audience.
2. Make the title the most prominent block of text on the poster (either center or left justify at the top).

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3. The poster should quickly orient the audience to the subject and purpose. One good test is whether the audience recognizes the subject and purpose within 20 seconds of seeing the poster.
4. The specific sections such as the results should be easy to locate on the poster.
5. You should design the individual sections of a poster so that they can be quickly read.
6. Avoid blocks of text longer than 10 sentences.
7. Make sure that details on graphs and photographs can be comfortably viewed from 4 meters away.



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