

Poster Guidelines

for the 13th JURE Conference, Frankfurt, Germany (2010)

The purpose of a poster is to convey your research to other conference participants. Thus, as well as a paper presentation a poster should inform the audience about:

- Title and authors
- Research problem statement or objective of the project
- Hypothesis or research questions
- Method: A description of the sample, design, materials and procedure of the study
- Analyses of the study
- Most important results
- Major conclusions, theoretical and/or practical implications

A poster should be as self-explanatory as possible so that your main job is to supplement the information it contains. To reach this aim, make it clear, structured, concise and attractive.

Clarity and structure

The title and authors' names and affiliations should be at the top of the poster. Although there is room for flexibility, it is often useful to have panels indicating for example the aims of the research, the methods and subjects involved and the material used. Other panels might highlight the most important results and the conclusions. Diagrams, graphs and tables can be used effectively to visualize results.

Conciseness

As space is very limited, be sure to present the most important information only and effectively. Don't overcrowd the poster with too much data or too much text. The title and the conclusion are the most important "eye catchers". They should say something such as "The teaching method A doubles the motivation of at-risk students", as opposed to "The effects of a new teaching method on learners". Make sure that the message you want to convey is transported by the

information and not lost in it. Although concise, make sure you give the necessary theoretical information.

Attractiveness

Be aware that your poster is viewed from a distance. Therefore, all text should be large enough to be read from a distance of about 1,5 m. The major titles/subtitles should be in large letters, at least 2-3 cm. There should be enough space between text lines (1,5 – 2 line spaces). You can use background colors (they should not distract) and arrangements of columns or rows to connect portions visually that are related conceptually. Such layouts help guide the audience through the poster.

General Considerations

The size of your poster should be ISO A0 in portrait format. Easels and pins will be provided. It is recommended that the presenter has a number of copies of the poster in the form of handouts in ISO A4 format (or the extended summary) to distribute to interested participants.