

Tips for an effective poster

Consider your audience, at the Conference there will be a mixture of students, industrialists and academics, so it is safe to assume everyone has a least a first degree, but not necessarily in Chemical Engineering. This will help you pitch the level of the poster.

Your poster needs to be eye catching, so that people stop and read it and contain sufficient science and engineering to be interesting.

The University poster boards are capable of holding one A0 poster or two pieces of A1 one above the other. Try and get the poster laminated as it will prevent rips and tears.

Use a good mixture of text and figures. People will not read dense, single spaced text on size 12. So choose a font size that can be read from a metre away. Include several photos, schematics and graphs to make your point. A picture really is worth a thousand words ! Try using bullet points rather than complete sentences.

Consider the flow of the poster is it obvious which section follows the previous section so perhaps consider numbering the sections or arrows linking the various sections.

Your title should be large enough to read from a distance. The poster should also include your name and the names of your supervisors together with the University and Company logos plus the EPSRC logo.

Be careful with your choice of colours, try and pick a colour scheme that is not too over the top. Stick with two / three main colours.

Your poster should get over the objectives, experimental equipment used, initial results, conclusions drawn from the data.

Run drafts of your poster past both your supervisors to ensure that you do not give away any confidential material.

Your academic supervisor will probably have some examples of posters that his / her student has produced in the past, so she which ones work best for you.