Producing a Poster
[suggestions and guidelines]

A poster presented in a conference is both a verbal and visual means of conveying a short paper concisely and clearly. The cleaner the visual layout, the better it communicates the author's ideas. Your poster needs to be and look professional. The following ten points are suggestions for those who will present posters at ICICTE 2024 and might be producing posters for the first time, or might feel they need a bit of help with their production. They are not intended as binding, but as a help towards the creation of posters that can be informative and enjoyable.

1) **Planning**: Plan a rough draft of your poster on an A3 sheet of paper (297mm by 420mm). That way you can check at a glance the ow of ideas and the balance of the different elements.

2) **Content**: Break down your paper into its salient elements. Summarise to the maximum. Go for headlines wherever possible. Bulleted lists are also a good way of summarising. Whenever an explanatory paragraph is needed, make sure it is as short as possible. Stating your main results in six lines or less is ideal. Remember that a lot of your text will need to be seen at a glance. Never mount the whole text of your paper as a poster. If you have a full paper of which the poster is a visual presentation, then leave printed copies of your paper to be taken by those who are interested.

3) **Visuals selection**: While a poster should be as visually and graphically rich as possible, using the bare minimum of these visuals is best. Better a large visual than several small ones. See what is needed to communicate your ideas best. Representational photos that can also illustrate points being made? Arbitrary visuals, like diagrams, ow charts, tables? Or both? If diagrams or charts have legends, make sure that they are very visible, and if you are going to use dark colours in them, do not overprint, as black text can get lost against a background of (for e.g.) red, or dark blue.

4) **Visuals production**: Avoid hand drawn posters. With so many desktop publishing programs available to the home user, there really is no excuse for posters not to be computer generated. Programs that can be recommended for this job are Microsoft Publisher for pc users, and Pages (part of iWorks) for Mac users. One program used by professionals is Adobe Indesign, but this might not be as user friendly to the non-trained user as the other programs are. The most common of all word processing programs, Microsoft Word, does not give you the size recommended for an ICICTE poster.

5) **Poster printing**: Best is for the poster to be printed on one large sheet. Avoid printing separate A4 sheets and collating them on a backdrop or on the board itself. Having one sheet is the first step towards avoiding untidiness. This means that you cannot print your poster on your home or of ce inkjet printer or colour laser printer. Unfortunately there is a certain cost involved, but with digital offset making it much easier to have just one print made, taking a CD or DVD (or if you are Internet savvy, sending it via ftp) of your finished poster to a printer to have it printed digitally on heavy stock (we suggest paper in the region of 200gsm or

more) is your best bet. Having the poster laminated guards somewhat against tears, particularly since you need to travel with it. If you do decide to home print your poster, make sure that everything fits together perfectly. This is a distant second-best, however.

6) **Fonts**: Remember that a poster is normally seen from about one meter away, and this means that for normal paragraph text you cannot have fonts that are smaller than 18 pt. Logically, title, name of author, affilliation, etc. need to be much bigger, normally in that sequence in descending order. There is no problem with using fonts as large as 60pt for the title. It needs to be seen. Sans serif type-faces (like Arial and Helvetica) are more visible, so best suited for titles and headlines, while serif type-faces (like Times and Palatino) are more legible, so better for body text. But make sure you do not use more than a maximum of two type-faces per poster (one font for headlines, one font for body text).

7) **Background**: You could do a lot worse than to leave the background of the poster white, or at least a very light colour. Contrast is of the essence. If your visuals are very colourful, they need to stand out against a contrastive background. Text is best left black, though you can be a little creative with the titles when it comes to colours. Ideally, though, all text should be black.

8) **Images**: Images need to be of a high enough resolution to print well at the poster's final size. Do not download low-resolution images off the Internet. Remember that these are mostly optimised 72dpi (dots per inch) images. The minimum resolution an image needs to be at the same size it is printed is 300 dpi. If possible, generate your own images (diagrams and charts) and take photos yourselves with a good sized megapixel digital camera (as high megapixels as possible). Anything taken off the Internet is likely to be broken and pixelated, but you are not likely to notice on screen.

9) **Sequence of information**: Your ideas should be presented in a very clear sequence. Do not overdo the boxes and frames, but they can help you make the main points of your argument clearer. Work top to bottom, left to right. The larger the element in your poster, the more of a focal point it is. Make sure that it leads logically to the step that follows it. Your conclusions should be very clearly marked at the bottom, right hand corner of your poster.

10) **Takeaways**: Having small, A4 versions of your poster in a dispenser, or close to the poster itself, is useful for those who are interested to take a reminder of your work with them. Remember, this is where the poster is superior to the paper — it can be read at a glance and easily remembered.

And a final note:
Carrying your poster to the conference in a mailing tube or portfolio case can save it from being damaged.