

TIPS FOR DESIGNING YOUR POSTER

- **DIMENSIONS:** Design your poster as a single slide in Microsoft PowerPoint and save the file as a .ppt file. To do this, create a new slide show and add a new slide by choosing “New Slide” from the “Insert” menu. If you would like to change the dimensions of the slide to a different size, select “Page Setup” from the “File” Menu. Then change the width and height in accordance with your preferences. (NOTE: 48 (w) X 36 (h) is a standard poster size. Some conferences have special size requirements, so be sure to check these on your conference website before starting)
 - To **print your poster**, convert your poster to a .PDF by going to “Save As” under the “File” Menu, and changing the format to a PDF.
 - To have your poster **printed for free**, please email the file as a .PDF and .PPTX to Michelle Brooks (mbrooks@stanfordchildrens.org) **at least 2 weeks prior to the conference date.**
- **FONT SIZE AND TYPE:** For the body of your text, use size 36 or above only. If you have too much text, avoid the temptation to make the font size smaller and cut content instead. Also, avoid creative or flashy fonts. Times or Times New Roman represent a strong and standard choice, but if you want a different look, consider Baskerville, Century Schoolbook, or Palatino. You can also use Helvetica or Arial.
- **TITLE:** Your title should be big enough to read from 25-50 feet away. A font size of 66-72 often works well for titles. We recommend sans-serif fonts such as Arial and Helvetica for titles.
- **AUTHORS:** Include the full names (first and last), degrees and institutional affiliations of all authors under your title. Institutional affiliations should be designated using superscript notations after the degree (e.g., Author 1, MD¹) and listed under the list of authors. The font size for authors and affiliations should be smaller than your title. **Don't forget to ask all your co-authors to review and sign-off on your poster before printing it.**
- **BACKGROUND, METHODS, RESULTS, LIMITATIONS, CONCLUSIONS:** All of these sections should be clearly displayed on your poster. Lay these out in a logical order so reading proceeds in a linear fashion. The best way to set up this pattern is in a columnar format so the reader proceeds vertically first, from top to bottom, and then left to right. This has the advantage that several people can be reading your poster at once. You may consider including a “Future Directions” or “Implications” section below your “Conclusions” to pose key questions or list next steps for your research. Remember, your text should be no smaller than 24 point; ideal size is 36.
- **TABLES, FIGURES, IMAGES:** Make sure tables and figures are easy to read from a distance, use appropriate colors (see color section below), and ensure legends are located adjacent to the images. Save images to be inserted into your poster as .TIFF files (.tif). In our experience, JPG and GIF files do not convert well to larger formats like posters. Scan resolution on all images should be at least 200 dpi at the actual size the image will appear on the poster.

- **ACKNOWLEDGEMENTS:** Always give credit where credit is due. Write up a short acknowledgments section including your sources of financial support (if applicable) and everyone who helped contribute to your work. You do not need to include the names of your co-authors in this section since they are already recognized as major contributors.
- **REFERENCES:** You should consider including a **brief list** (3-5) of key references in your poster (e.g., AAP practice or policy guidelines, ACGME requirements, etc) to provide context to your work. You can include a comprehensive list of references on your poster handout (see PRINTING section below).
- **COLORS:** Keep your colors simple! Colors may attract attention but they can have the disadvantage of detracting from your message. White backgrounds with color blocked section headings often work best for guiding your reader. In tables, figures or graphs, use color with deliberation. Pick earth tones and try to avoid brights, neons or excessive variations (e.g., rainbow). **Teal, purple, and grey complement the Stanford cardinal red.**
- **PRINTING:**
 - Before printing, double and triple check your file for errors such as spelling mistakes or overlapping images.
 - Make sure that all your co-authors have seen and signed off on your poster (Your co-authors will appreciate if you provide sufficient time for this review process, so please send poster drafts early!)
 - Convert your ppt file to a .PDF by going to “Save As” under the “File” Menu and converting the format in the dropdown menu.
 - Your poster can be **printed for free!** Email your completed poster to Michelle Brooks (mbooks@stanfordchildrens.org) at least 2 weeks prior to the conference for this service. Send your poster in both .PDF format and .PPTX format.
Specify your size requirements in your email.
 - If you're having your poster printed in another state, ask them to email you a prototype before completing the printing. Also, be sure to specify the dimensions of your poster and the type of paper you want them to use (glossy, matte, etc), as prices vary.
 - We recommend that you print 25-30 hard copies of your poster on a standard 8.5 by 11 page to have available for conference attendees. Include your contact information on this page, along with a more comprehensive list of your references.
- **MOUNTING:** Backing boards (4x8) are often provided at conferences, but you should bring your own tacks or tape just to be prepared.
- **Always check the poster formatting requirements of your conference before you begin!** Requirements may vary, so check websites before you use the template provided. Some conferences now use “virtual posters” (where your PowerPoint slide is displayed on a TV screen), so no printing is necessary. If you're not sure what the requirements are, double check with the host of the conference or review the conference website.