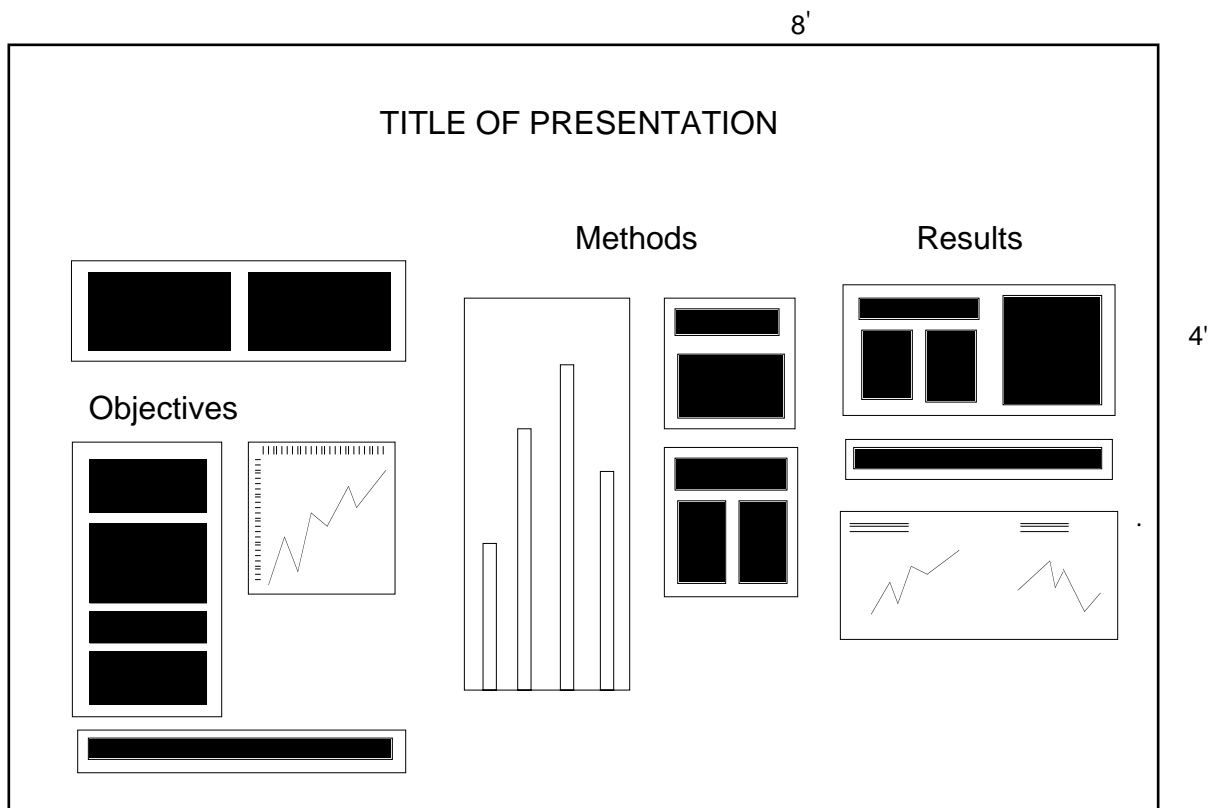


Introduction

A poster presentation consists of a visual display of research highlights on a fibre board background, combined with an interpersonal question and answer period. All posters will be published in the congress proceedings. Each presenter will be assigned a poster board. The working area for displaying each poster presentation is 4' high and 8' wide.

Standard Poster Sizes are as follows: 36 x 48" 36 x 56" 42 x 42" 42 x 48" 42 x 60"



— Suggestions on Design, Materials & Production

Listed below are suggestions on types of materials that you may find helpful in developing your poster for a scientific sessions poster presentation. Please consider these products as suggestions only. They are not intended to replace any ideas that you may already have in developing your poster, rather they are an attempt to guide you in your production.

1. Sources for Design and Production

A. Inexpensive—Frequently cost of materials only

- Art department—your institution
- Art department of neighbouring universities or high schools
- Commercial art schools

B. Moderate to expensive

Commercial artists may be found in the telephone book yellow pages of under a variety of headings:

- Artists—Commercial
- Graphic Designers
- Advertising Agencies
- Signs

2. Materials

Sources

- Yellow pages headings:
- Artist materials and supplies
- Office supply stores
- Sales persons can also be helpful in advising on selection of materials according to skills required to use them effectively

A. Inexpensive to moderate cost

- Background materials:
- Construction paper (many colors)
- Illustration board (usually white)
- Materials for printing and drawing
 - Felt tip markers (available in varying widths)
 - Chalk
 - Crayons
 - Ribbon, tape and string—for borders, underlining and connecting one panel to another
 - Stencils—can be filled with markers (spray) paint

B. Moderately expensive to very expensive

- Background materials:
- Color sheets and film overlays
- Matte or glossy surfaces, most self-sticking brands:
- Pantone color paper
- Pantone color/tint overlays
- Chartpak
- Hot press illustration board—very smooth, less absorbent surface than regular grade

C. For printing and drawing

- Color keys
- Professional typesetting
- Press type (rub on) brands:
- Geotype, Letraset, Chartpak or Format
- Border tapes (rub on)—same brands as above

3. Readability of Posters

The poster session concept of presenting medical/scientific papers affords many researchers the opportunity to have their work viewed by a large audience. However, it also presents a number of technical problems. To accommodate a group at a single poster presentation, the size of the lettering (type) must be large enough to be legible at a minimum distance of approximately six feet.

If the presentation is typeset, choose a typeface (design of the type) that is particularly simple and clear (Helvetica for example). The weight of the type chosen (the thickness of each letter) should be medium or bold.

The actual size of the type is measured in "Points". To be legible at a distance of six feet, the minimum type size used should be 24 point. Below are suggestions of type for viewing at various distances.

The six best color combinations to use in preparing art work are listed below. Remember the key is contrast, so in choosing your colors and shades, keep this in mind.

1. Green on white
2. Red on white
3. Black on white
4. Blue on white
5. White on blue (not diazo)
6. White on black

Viewing Distance:	Use:
8 ft	M
10 ft	M
12 ft	M
14 ft	M