

Poster Preparation Guidelines

Thank you for preparing a poster presentation at The Coastal Society Conference this May in St. Petersburg Beach, Florida. The poster session will take place on an outdoor patio at the hotel, on **Monday May 15, 2006, from 5:30- 7:00 pm.**

This space will be available to you for poster set-up at **4:30 pm** on Monday May 15. TCS will provide materials for securing posters to boards during this set-up period.

Poster presenters are responsible for bringing their physical posters to the set-up period and for taking them down immediately after the session, shortly after 7:00 pm.

In addition to your poster, please submit a maximum 5-page paper supporting your poster for inclusion in our conference proceedings. The paper is to be submitted online **before midnight (ET), January 31, 2006.** Please reference the Paper Preparation Guidelines for proper formatting information. Paper submission is optional, but we encourage your participation.

Below are guidelines for preparing your poster:

- The **poster size** should be a maximum four feet by four feet (48 inches by 48 inches) and should use a size 20 font (times roman or larger).
- Begin by **preparing a scale model layout** as an outline for the poster. This allows you to determine the number and size of figures, tables, headings, and length of text before making any final products.
- The **organization and flow of the poster needs to be very clear.** Visually subordinate those things that are less important and draw attention to those of greater importance. Make clear the sequence in which the poster is to be viewed.
- Keep explanatory text close to the figure it is explaining. **Group related information** together, and make the groups clear. A visually clear presentation will have a substantial amount of blank space. If elements are crammed too tightly, the poster will appear chaotic and be hard to follow.
- **Show rather than tell the story.** Tables and figures should hold the main content of a successful poster. Graphics must dominate, and text should augment rather than overwhelm the illustrations. Do not use extensive text. Edit ruthlessly. It may help to have someone else help edit, since they are less attached emotionally to your words.
- **Make the poster accessible to browsers.** Use a simple font. A mix of caps and lower case is easier to read than all caps. The title should be legible from 15 feet away. It should be assertive, clear, and catch the eye of the viewer. You may wish to shorten names and affiliations when they are too wordy. This information may be in slightly smaller type than the title. Main headings carry the essential content and should provide a complete take-home message and be visible at 6 feet. Supporting text follows the main headings and should be visible at 3 feet. Size 20 or 24 font may work well.
- **Concisely state the main conclusion.** Leave the reader no doubts about the take-home message.
- **Be prepared to answer questions** and discuss ideas with the poster viewers. Be sure your contact information is placed on your poster.

For questions about poster guidelines or the poster session contact Kate Killerlain Morrison at kate.killerlain-morrison@state.ma.us