



TCS 22 Conference Poster Preparation Guidelines

Thank you for preparing a poster presentation for The Coastal Society Conference. Information about the date, time and setup for the poster reception will be provided a few months prior to the conference.

In addition to your poster, you also have the option to submit a maximum 5-page paper supporting your poster for inclusion in our conference proceedings. The paper should be submitted online during spring 2010. Please reference the Paper Preparation Guidelines for proper formatting information.

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. We encourage you to have someone else help you 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 Dr. Patrick Lawrence, TSC 22 Program Chair, at patrick.lawrence@utoledo.edu.