New Zealand
Society for Oncology
Conference 2017
21st century cures: From science to survival
14 – 15 October, Auckland   www.nzsoncology.org.nz

Poster Guidelines

Good poster principles

Your poster should be an advertisement for your ideas, findings or techniques; so good posters apply the techniques of salesmanship to seize and hold viewers' attention:

- Titles and sub-headings should be short and to the point.
- The content should be concise and logical.
- The design should look good, using attractive colour, graphics and typography.

Planning your poster

Posters are to be AO size and portrait orientation (vertical).

A poster is read like a newspaper or magazine, with headings at the top and content starting in the upper left corner and reading down the page in columns that are arrayed across the page from left to right. You can plan your poster in three, four or five columns, depending on the poster width. A large banner containing the poster title and authors' names and affiliation will run across the top.

Title panels

The title of the poster and the authors' names and affiliations go across the top.

Columns

- You can vary the templates to make three, four or five columns.
- Try to keep column width to a maximum of 60 characters and spaces, for readability.

Type size

- Title: Usually 100pt, but can be reduced to a minimum of 85pt if necessary to make a particularly long title fit. For preference, reduce the length of the title rather than the type size.
- Authors and affiliations: 56pt.
- Sub-headings: 36pt minimum.
- Body text: 24 pt minimum – 28pt is preferable.
- Captions: 18pt minimum.

Typeface

Use plain, familiar fonts such as Arial, Helvetica or Times New Roman.

Colours

- Choose colours that will appeal to your audience.
- Use simple colours. Experimenting with subtle variations of shade may not work, because some colours may print differently than they appear on your computer screen.

Tips for making a successful poster

- Rewrite your paper into poster format. Simplify everything and avoid large amounts of data.
- Headings of more than six words should be in capitals and lower case, not all capitals.
- Use bold characters to stress a point. Use them sparingly and in preference to underlining or writing phrases or sentences in capitals.
- Avoid over-crowding your poster. Leave "breathing space" around the text to make it more readable.
- Stick to the same size and style of type for all body type. Illustration captions can use a different type, size and style, but keep this consistent throughout all captions in the poster.
- Keep body text left aligned. Do not justify text.
- All columns should be of equal width.
- Use photographs or coloured graphs where possible to add visual interest.
- Convert complex numerical tables to graphs or charts. Avoid long numerical tables.
- Spell-check your poster, then get someone else to proof-read it. The proof-reader should check spelling, sense, correct use of words and clarity of language and meaning, as well as ensuring the captions match the illustrations.

Illustrations

Photographs, graphs, diagrams and logos can be imported easily. For posters, high quality/level 8 jpg or JPEG image files are recommended. If you have a choice of colour formats, choose RGB. Manageable illustration specifications are:

- Image size 921 x 1276 pixels
- Print size 13 x 18cm (5in x 7in)
- Resolution 180dpi.

These sizes should produce jpg files of no more than 320kb for colour illustrations and 180kb for greyscale or black/white. Do not use pictures lifted from web sites. Apart from any copyright problems that may arise, the resolution of web illustrations is usually too low to print clearly.

Potential problems

Changing the page size while preparing your poster or after finishing it can distort pictures and cause text to move. If the completed poster file exceeds a total of 100Mb in size, printing problems can occur.

Contact: charlotte@conference.co.nz should you have any questions