30.09.–01.10.2020 | DIGITAL

19. Deutscher Kongress für Versorgungsforschung

Zugang, Qualität und Effizienz:
Gesundheitsversorgung international vergleichen und verbessern

Deutsches Netzwerk
Versorgungsforschung e.V.

Recommendations for the design of the poster

1. Preparation

Plan the content and the structure of your poster carefully. Think about the data which you want to show and do not overload the poster with information. Take the audience into consideration. Test the design upfront on a piece of paper und place the content until a coherent picture is formed. Mind the format requested (A0, landscape format) and set up the page margins accordingly. Check the clarity and readability from a distance. A clear structure and good readability set the basis for an eye-catching poster.

2. Basics

Concentrate on what really matters and list only the relevant information. The goal is to provide the audience with a first impression of your research. Place the most important information to understand your research first. Complement this information with further relevant details regarding the topic. Detailed information on the background are better left for the presentation itself.

Take the following into consideration:
1. What is the news value of your research?
2. What shall be conveyed to the audience?
3. How can the content and the design of the poster attract the attention of the audience?

3. Content and Structure

- Abstract-ID und title
- List of authors and their affiliations
- Introduction of the topic
- Research questions
- Objectives
- Hypotheses
- Methods
- Results
- Discussion
- Conclusion
- References (optional)

A good introduction and an interesting statement are fundamental to attract the attention of the audience for the subject. Pictures, graphics, and well-chosen colors lay the foundation for an appealing design.

4. Visualization

Create a poster with a clear design and structure, which draws attention and remains readable. Concentrate on the relevant information. Divide the poster in different sections and leave enough room in-between. Think carefully about where to place pictures, graphics, and diagrams/charts.

Be aware of reading habits (from left to right). Use horizontal or vertical alignments and arrange the textual content appropriately.

Avoid difficult grammatical concepts, complex and passive phrases as well as typing errors. Instead of long sentences, use simple and understandable phrases and keywords.

Make sure that the size of the images is sufficient. Do not use more than five images and tables with a maximum of 5 rows and columns. Diagrams/Charts are more suitable than tables. Use relevant titles and a consistent labelling.

Use a readable font, such as Arial. Recommended font size: Main title: 100 pt, Title: 50 pt, text: 25 pt

The text shall not cover more than 50 % of the poster. The less text you use to bring your point across, the better.

Chose colors carefully to highlight important and related content.

Please note: A great poster is easy to grasp, readable, structured, short, and concise. A consistent poster helps the audience to remember the main statements.

We wish you much success!