



Guide to creating a Poster

Tips to support your preparation:

- **Make your main message easy to identify and understand**
 - ▶ Develop an engaging title conveying one coherent idea
 - ▶ Ensure content is easy to navigate and not too text-heavy
 - ▶ Aim for focus and simplicity rather than detailed text
- **Consider your audience**
 - ▶ They are interested in WIL
 - ▶ They are especially interested in new and innovative ideas about WIL
 - ▶ They may not be familiar with jargon and acronyms specific to your area
- **Consider the unique features of the poster as a format**
 - ▶ Graphs, charts and imagery can add visual appeal and support your message
 - ▶ Incorporating QR codes can add an interactive element
 - ▶ You can direct your audience by creating visual flow (arrows are helpful)
- **Use great posters to inform your own stylistic approach**
 - ▶ Seek out examples of visually appealing, highly readable posters
 - ▶ Identify the details that contribute to their appeal and effectiveness
 - ▶ Use these elements to inform your own design process
- **To create your poster, try the platforms you are already familiar with**
 - ▶ Canva, Adobe and Microsoft Powerpoint are all good options to consider
 - ▶ Most platforms offer useful templates you can use or adapt
 - ▶ Many come with suites of royalty free pictures and graphics you can use
- **Print it up, proofread it carefully, and ask for critical feedback**
 - ▶ Some colours and fonts look different in print than on a screen
 - ▶ Readability and clarity are much easier to assess in a printed version
 - ▶ Ask feedback providers what they think your main message is

Digital Submission Requirements

Poster presenters must provide an A4-sized PDF version of their poster, to be uploaded to the conference website and mobile app. Please upload your PDF using the link below, by no later than **1 October**. Please ensure that your poster file is resized to A4 so the file size is manageable for digital upload. If you have created your poster in digital layers, the image should be flattened to further reduce file size.

Printed Poster Requirements

Posters will be displayed throughout the conference. Posters are to be printed on high quality paper (no material/cloth please) up to ISO A0 size (1189mm x 841mm) in portrait format. Regardless of the program in which the poster is created, the digital canvas size should be set to the desired output size (e.g. A0, A1) to avoid resolution issues.

Image Permissions and Acknowledgements

It is the responsibility of the poster authors to ensure that permission has been granted for all images used and that the source of any such images are acknowledged.
