



## **4<sup>th</sup> Annual International Conference on Social Justice and 5<sup>th</sup> Annual Social Justice Summit**

### **Poster tips**

#### **1. Essential requirements**

We have provided some information and guidelines below to assist presenters to prepare their poster:

- Posters will be mounted on poster boards that the Centre for Social Justice will provide. Most poster boards will have two posters on each side. Please note that poster space is limited. It is therefore essential that posters comply with the conference size requirements.
- Posters must be produced as ISO1 A0 size with orientation in landscape - that is 84.1cm (height) x 118.9cm (width) (or, 33.1 x 46.8 inches). It is not acceptable to put up several smaller sheets of paper, for example, A4 or Letter size. However, you may choose to produce a smaller poster if it fulfils your requirements. The poster display area will be inspected prior to the conference opening.
- When mounting your poster on the display board, it is important to only use the fixing material provided by the poster desk.
- Posters will be on display for both days of the conference and summit. Presenters will be advised when to mount and dismount their posters.
- Considerable care will be taken with poster displays; however, security cannot be guaranteed. You should therefore ensure that the poster is not the only record of your work.
- Paragraph 10 below provides options for generating additional content-added value to your poster presentation.

#### **2. Preparation**

Below are some tips to help you plan and prepare your poster to ensure it is accessible to international delegates.

While each poster has its own display area, and you have a designated timeslot in the programme to appear with your poster, it will be in competition with others. Delegates with limited time will be attracted to posters that catch their eye and are easy to read from a distance.



### 3. Production

Microsoft Word has a page size limit of considerably less than A0. It may be possible to produce the poster on a smaller layout and enlarge it; however, this may negatively influence layout and image quality which is exceedingly difficult to ascertain before printing. Microsoft PowerPoint offers greater creativity and formatting, and we suggest you use it instead. There are other software packages available for producing posters. Establish what arrangements exist at your institution for printing posters or with a local copy shop in advance. You may wish to consider printing the poster onto fabric, which can easily be folded and transported in a suitcase. Laminated paper posters require rolling and carrying separately and are easier to damage.

### 4. Content

- In terms of presenting your poster, you should consider using the same headings that you would use for abstracts. Many presenters simplify this to include the following headings: introduction, purpose, participants, methods/materials, results, discussion/conclusions, and recommendations.
- References can be included, if used, but try to keep them to a minimum.
- Give credit where it is due. Include an acknowledgments section, in smaller size font, where you acknowledge contributors and funding organisations.
- Ethics approval, if appropriate, should be mentioned and the appropriate committee/body acknowledged.
- Include your contact details on the poster.
- Critically consider the content of your poster when it is laid out. A balance of approximately 1/3rd text, 1/3rd graphics, and 1/3rd white space is a good distribution.
- Title/Heading: The title of the poster should be the same as on your abstract. The heading should include the authors' names and affiliations.
- Text: Your poster should be clear and comprehensible without you being there to explain it to delegates. Words should be spelled out and abbreviations/acronyms and jargon avoided.
- Illustrations: Please note the following regarding graphs/tables/figures/photos/drawings:
  - tables are preferable to graphics for small data sets.
  - tables also work well when data presentation requires many localised comparisons.
  - graphics should tend toward the horizontal, greater in width than height, ideally 50 per cent wider than tall.
  - elaborately coded shadings, cross-hatching and colours should be avoided.
  - use colours to distinguish different data groups in graphs and avoid using patterns or open bars in histograms.
  - lines in data graphics should be thin.
  - little messages help explain data. Labels should be placed on the graphics itself; no legend is typically required.
  - remove all non-essential information from graphs and tables.





Theme: **The Role of Business and Civil Society in Advancing Social Justice**

- focus on principle results.
- explanations should be used to enhance the richness of the data and make the graphics more attractive to the viewer.
- photographs also help, if relevant, and are an effective way to introduce colour. Photographs should be of sufficient size to be visible from a distance. Your photographs should not be smaller than 7.6 x 7.6 cm (3 x 3 inches) or larger than 10.2 x 15.2 cm (4 x 6 inches).
- check the resolution/quality of any images used to make sure they still appear clearly when enlarged in a poster (usually no less than 200dpi or 800x600 pixels).

## 5. **Layout**

- Do not simply use a wall of text - it is not attractive or legible. Use blocks for the text that can stand alone. That way, if someone peruses your poster and reads only a small portion of the text, it will still make sense.
- Divide your poster into sections and allow for sufficient white space around your work - light and empty space attracts the eye (and the reader). It sometimes helps to lay your poster out in columns as this keeps the flow of people moving past your poster.
- The text, tables, and graphics should look integrated. Words and illustrations should blend well, and tables and graphics should be integrated within the text whenever possible.
- It is advisable to use the same typeface for all and avoid ruled lines separating diverse types of information.
- Lines of text should contain approximately 8 to 12 words and should run from left to right. The text should be left justified (with the right side ragged) as this is easier to read.
- Start by doing a sketch of your poster layout and then move onto setting it out in actual size - a white board is a convenient place to work. At this stage it is still only an illustration of the final product to give you ideas for presentation. This is a good time to seek advice from colleagues.

## 6. **Background**

- Many people simply use a white background with black text. This is easy to read, but some colour will make your poster attractive to the reader.
- Opt for primary colours rather than shocking bright colours. Establish whether your institution requires that you follow a house style.
- Consider what colour you want to use for text/illustrations and make sure it complements the background e.g., blue background with yellow/orange text.

## 7. **Font**

- Your poster title should be readable from at least 1.8m (6ft) away. A font and size such as Arial 70pt or bigger for the title is recommended.
- Use large fonts for the headings and for key points that focus on certain central ideas presented. For this, use at least 48pt font (1.3cm / 1/2in tall).



Theme: **The Role of Business and Civil Society in Advancing Social Justice**

- Ensure the main body of the text can be read from at least 1.2m (4ft) away. A font and size such as 36pt font and no less than 24pt is recommended.
- Use only one type of font that is clear and precise (e.g., Arial).
- Use upper and lower case and avoid using too many style changes, for example, shadow, bold, italics, etc.
- Consider accessibility guidelines to make your poster easy to read for those with visual impairments, for example, colour contrasts that are easier to read (see, e.g., Lighthouse International available at <http://li129-107.members.linode.com/accessibility/design/accessible-print-design/making-text-legible/>).

## 8. Online resources for poster tips and templates

Below, we have listed three sites that may provide other useful templates and tips on preparing your poster. Be sure to adjust any template using the formatting tips provided above:

- <https://www.postersession.com/poster-templates.php>
- <http://gradschool.unc.edu/academics/resources/postertips.html>
- <http://www.makesigns.com/tutorials/>

## 9. Final layout

Whether you are producing the final poster yourself or using a graphic designer, here are some questions you should ask before embarking on final production:

- Is the message clear?
- Do the key points stand out?
- Is there a good balance between text and illustrations?
- Is the sequence of your poster clear?
- Is the level of space around your poster appropriate?
- Do the colours you have chosen to complement each other?
- Again, seeking advice from colleagues and asking them these questions will help you make any final adjustments before production.

## 10. Generate additional content to add value to your poster.

You will have a dedicated timeslot to present your poster and to discuss your work with delegates. However, keep in mind that many will view your poster when you are not there, either onsite or via the online archive. Consider pre-recording a short presentation to accompany your poster. This recording should not exceed two minutes. If you put up your poster as a display at home or work, you could ask a family member or colleague to video record you speak about your poster. This could:





Theme: **The Role of Business and Civil Society in Advancing Social Justice**

- highlight the key findings, implications for practice, and lessons learned - expanding on the content of the poster.
- provide a language translation of the poster content in, for example, your native language e.g., French, Spanish, Japanese; or
- include a combination of the above. Alternatively, you could simply record an audio commentary. If you upload this to a website, you can direct people to the audio clip. Find out from your workplace if there is an option to do this via your institution's/facility's website.

Think about a dedicated webpage that could include:

- your poster.
- a translation of your poster in any additional languages you can provide.
- a pre-recorded presentation.
- a handout; and
- a recorded presentation you make at the conference. A recording onsite at the conference will bring the experience to life and give you the opportunity to reflect on questions that have been posed.

Further, generating a QR code linked to the website where the material is hosted and adding it to your poster, facilitate easy access to the additional content. Any content will need to be accessible via one URL link. There are a number of free QR code generator websites, for example:

<https://www.qr-code-generator.com/>

<https://www.the-qrcode-generator.com/>

Insert the URL of the webpage to generate a QR code image that you can download and use on your poster. In this way, anyone can scan the QR image with a QR reader on their smartphone or portable device.

## 11. Taking questions

You will have a dedicated timeslot at your poster when delegates who move around to view posters will ask questions. Unlike a platform presentation, you often get into more detailed questions and a free-flowing discussion with delegates, not just the person who posed the question.

No matter how prepared we are, we tend to think only of the questions that we know the answer to, so ask friends, family members, or colleagues to react to a practice run.

Other tips include:

- to think about short succinct answers to the most likely questions based on the feedback from the practice session.



Theme: **The Role of Business and Civil Society in Advancing Social Justice**

- Listen actively to the question; it helps to look directly at the questioner and, if necessary, ask for the question to be repeated or clarified. Often, the second time the question is formulated more concisely and much clearer.
- Ensure to devote time to all those that gather at your poster and show interest.

## 12. Contact details.

Add your contact details so that people can follow up with you for more details if they require. If you are on Twitter, add your Twitter handle and remember to tweet about your poster presentation. It is a wonderful way to connect with the global social justice community. **Remember the hashtags #SJInternational and #SJSummit for the event.**

## 13. Handouts

In support of green meetings, we discourage handouts as all posters will be included in the conference proceedings. **As long as you have given consent and uploaded your poster via the link that will be sent to you after the International Conference.**

## 14. Submission Process

To facilitate the submission process and the subsequent follow up process, topics should be submitted in English to [fanele@sun.ac.za](mailto:fanele@sun.ac.za) by 31 July 2023.