



Waitemata Health  
Excellence Awards  
*Showcasing Achievement*

## Instructions for Poster Presentations WHEA 2010

### Required Size

A1 - 840mm x 594mm. Oversized posters will not be displayed or judged. Posters must be laminated.

### Printing and submitting

You are required to submit an electronic file of your poster, as well as your printed and laminated poster. Printing firms usually provide a 'proof' in pdf format of your poster for your final approval. Send this file **by Thursday 1<sup>st</sup> April 2010** to:

knowledgecentre@waitematadhb.govt.nz

Also, deliver the printed & laminated poster **by Thursday 1<sup>st</sup> April 2010** to:

Knowledge Centre  
Lower Ground Floor, North Shore Hospital  
Shakespeare Road, Takapuna

### Supporting workshops

Supporting workshops are on offer during February and March to assist with poster development. Entrants to WHEA 2010 have the opportunity to enrol for *Introduction to PowerPoint* and/or *Poster Design*. Refer to the website for full details of dates and venues. Register early as places are limited.

A poster is a **visual** presentation of information and should be designed as such - do not simply reproduce your written paper in poster format. It should be understandable to the reader without verbal comment.

In addition to the support of workshops, the following guidelines are intended to assist with poster development:

### Creating your poster

**PowerPoint:** create your poster as a single slide. Using [File > Page Setup] set the page size when you start to 84.0cm x 59.4cm (or 59.4cm x 84.0cm).

**Word:** create your poster as an A4.

### Tell a story

Provide clear flow of information from introduction to outcome. In general start from **left and move to the right** and from **top to bottom**, in **columns** (like a newspaper) to allow readers who may be unfamiliar with

your subject matter and method of research, to easily follow the direction of your information. Alternatively, define a clear route for the reader to follow.

## Check the judging criteria

Focus on your **major findings** but don't forget to explain why you needed to do what you did - a common fault is to try to cover too much. Check the document on the website '*Full Entry & Judging Details*' to ensure you know what the judges will be expecting to see.

## Title

Make sure the title and author's name are prominent and eye-catching. The title of an effective poster should quickly orient the audience. The title text should be readable from 6 metres away, at least **36-point text**.

## Body text

This should be readable from 2 metres away, at least **18-point text**.

## Background

Choose a background that does not detract from the text. White or muted colours work best.

## Colour

Use **colour** sparingly - limited use of a few colours is more striking than a 'rainbow' approach. Think about why you are using colour; it is especially useful for emphasis and differentiation. Avoid colour combinations that clash (e.g. red on blue) or cause problems for people with colour-blindness (e.g. red and green in proximity).

## Graphics & Pictures

- Use graphs, tables, diagrams and images where appropriate. Use boxes to highlight specific points.
- aim for **40% graphic content**, try to find ways to show visually what was done
- no graphic or chart should be smaller than 13 x 15 cm
- graphics should be attractive, clear and specific
- crop and enlarge photographs to eliminate unnecessary information and focus attention on significant details
- viewers see what they are told to see in an image, so provide captions for your graphics.