

The London Student Sustainability Conference 2019

Poster checklist

As soon as you have received confirmation of your place at the conference you can start creating your poster! Academic posters are a quick way of presenting research and projects in a visually attractive and informing format. They are designed to give a taster of what your work is about; more detail than an abstract but not an in depth explanation.

Important dates

Friday 1 st February 2019 (by midnight)	Deadline for sending an electronic copy of your poster to sustainable_city@city.ac.uk Please note, you do not need to print your poster as the Sustainability team will print it on your behalf.
Thursday 28 th February 2019 9.00am – 3.00pm	London Student Sustainability Conference

When you're creating your poster...

- Think about your audience.** Your poster will be read by a mixed-discipline, non-specialist audience so you need to present your project or research in a way that the audience can understand it. This includes making sure your text is jargon-free and you explain technical terms where necessary.
- Think about the layout and size of your poster.** Your poster must be A1 size but it can be either portrait or landscape. You can choose the layout and structure of your poster – think about how the information will flow across the page so that the reader's eye naturally follows it.

Colours

- Choose colours that work together** – using one main colour and two accent colours is usually sufficient. Use colour sporadically to highlight particular aspects of information
- Choose white or a light colour for the background** – avoid using black background with white text. This uses unnecessary ink!

Font

- Choose a font which is easy to read** – as a rough guide, posters must be readable from a distance of 1 meter. A minimum font size of 24 is recommended if using Arial, however this is dependent on your choice of font. The structure of your poster should be clear and logical so that the reader's eye naturally follows the flow of information you display.

Images, tables, logos and photographs

- Do you have permission to include them in your poster?** It is important that you obtain copyright permission for any images, tables, logos and photographs that you have not created yourself. You also need to reference them properly. There are lots of websites such as www.unsplash.com and www.pixabay.com which have copyright free images.
- Are the images, tables, logos and photographs at a good resolution?** Remember, your poster will be A1 size. Make sure that any graphics you use will still be clear and good quality when they are enlarged.
- Do the images or diagrams illustrate a point that can't be done by text?** If not, take them out.
- Have you included captions for images, photographs and tables; and ensured that they are being referred to in the text?** It is good to place them close to the text that they refer to.

Remember to:

- Include your name and poster title clearly**
- Include your university logo (City, University of London or otherwise).** It can be displayed anywhere on your poster, but please ensure it is clearly visible.
- Acknowledge any relevant colleagues, departments, Research Councils, businesses or other external partners.** The bottom of your poster is a good place to do this.

Last checks...

- Have you spell checked your poster?**
- Have you made sure your margins are how you want them?**
- Have you given enough room for images, tables and diagrams?**
- Does your poster convey the message you want to get across?**
- Does your poster include any jargon or technical words which the audience may not understand?** We recommend asking someone who is not from your course to look over your poster before you finalise it. They will be able to tell you if it is clear to read and understand, and they might spot any mistakes that you haven't noticed.

Final steps – remember, you do not need to print your poster, we will do it for you!

- Have you saved the poster as a PDF?** Please note this is the only file format we will accept
- Have you sent an electronic version of your poster to the Sustainability team by 1st February 2019?** Please send it to sustainable_city@city.ac.uk