

## CdLS Display - Poster Presentations

An effective poster presentation communicates its message on its own. It should be designed to stand alone, with handouts available to offer more detailed information about the syndrome and the Foundation. Ideally, you will be near your exhibit and have the opportunity to engage those who pass by in conversation, or answer questions they may have about CdLS. Your goal should be to attract interest, convey information, and move the individual towards a discussion with you.

### Audience



Audiences shape the style and tone of your poster, with the design of your poster dictated by age, interests, educational level and perceived familiarity with your subject. The most widely used presentation is the one created for the general public. Don't assume your audience has any familiarity with CdLS. Explain everything in simple terms, using crisp, clear phrases and bulleted lists.

### Design

All poster presentations should tell a story and visually highlight major points of CdLS. Graphics and pictures attract and hold the attention. An abundance of text will be overwhelming. Keep the material simple. Used properly, layout, graphics, text, and colors can ensure your audience doesn't overlook your presentation. Here are some tips:

- Use a minimal amount of text to supplement your graphic material.
- Photographs, charts or other information should be arranged with plenty of space surrounding each item.
- Mount all pictures and graphics on colored paper to contrast the background of your poster.
- Graphics should be visible from a distance of six feet.
- Use phrases rather than full sentences
- Headings, such as "Common Characteristics of CdLS," "Foundation Services," etc., help readers find key sections of your presentation.
- Use easy to read fonts, such as Times-Roman or Arial.
- Overly bright colors will make your poster unpleasant to view, especially under fluorescent lighting.
- Don't forget to check for spelling errors.

