HELTASA CONFERENCE 2018

Dancing on the Learning and Teaching Waves of Change in Africa

20 -23 NOVEMBER | NELSON MANDELA UNIVERSITY | PORT ELIZABETH, SOUTH AFRICA

HELTASA
HIGHER EDUCATION LEARNING & TEACHING ASSOCIATION OF SOUTHERN AFRICA

NELSON MANDELA
UNIVERSITY

POSTER PRESENTATION GUIDELINES

Printed Poster format

- Printed posters have to be designed on the dimensions of A0 and portrait orientation.
- Best practice font size for titles is 50-80pt font and for body text at least 24pt font or bigger.
- San serif font types like Arial are easier to read but for bigger titles almost any font is acceptable. However, try to avoid fonts with too many curls and embellishments.
- Use double or 1.5 spacing between text and left align which makes it easier to read from a distance.
- Plan your colour choices carefully. Chose complementary colours and use no more than 4/5 colours. Avoid overly bright colour like yellow which does not always read well.
- Posters can be designed electronically using Microsoft Publisher or PowerPoint, or any graphic design program.

Digital Poster format

- Digital posters can be designed as an Infographic or a PowerPoint presentation (max 5 slides).
- Digital posters should be designed in landscape orientation which will display well on a standard size computer monitor.
- Best practice font size for titles is 20-50pt font and for body text at least 14pt font or bigger.
- San serif font types like Arial are easier to read but for bigger titles almost any font is acceptable. However, try to avoid fonts with too many curls and embellishments.
- Use double or 1.5 spacing between text and left align which makes it easier to read from a distance.
- Plan your colour choices carefully. Chose complementary colours and use no more than 4/5 colours. Avoid overly bright colour like yellow which does not always read well.
- Posters can be designed electronically using Microsoft Publisher or PowerPoint, or any graphic design program.

Content layout

The layout of your poster should follow a logical sequence similar to the format of a paper. It should have an introduction, argument and conclusion. However, remember that a poster is not a reproduction of your written paper and should be designed with a clearly structured visual layout to guide the audience through the information. Ask yourself what is your research question and provide the 'answers' to that question on the

poster. Your poster will essentially condense your central ideas so that your audience can grasp its overall message without having to read your paper.

TITLE

- The title is generally placed across the top of the poster.
- The title section should include:
    o The title of the paper
    o Author names
    o Institution

INTRODUCTION

- The introduction is generally found in the top or top left corner of your poster.
- Use active voice when writing the text.
- The introduction should be no more than a short paragraph and is the largest portion of text on your poster.

BODY

- This includes your main findings or proposed findings
- Ideally this section is graph/data based
- Refer to the Graphic Illustrations section below

CONCLUSION

- The conclusion is placed in the bottom or bottom right corner of your poster.
- The conclusion section includes:
    o Well written conclusion to your paper
    o Any special mentions or words of thanks for contributors to your paper or poster
    o Any links to other projects

GRAPHIC ILLUSTRATIONS

- Poster are primarily visual presentations; a minimal amount of text should supplement the graphic materials. Remember that your poster should be understandable to the reader without verbal comment.
- Avoid redundancy and use short sentences, simple words and bullets.
- Use self-explanatory graphics that illustrate the purpose and results or your paper (i.e. graphs, icons, photos, etc.).
- Avoid cluttered graphics – rather display only the most essential data.
- When choosing your images make sure that they are of a high enough quality that they will not pixelate when printed.
- Plan/sketch your poster layout before attempting to fill in the information.
- Make sure your graphic materials are visible from a short distance.

Submission and display

- All printed posters need to be printed before the conference and placed on the displays at the start of the conference.
- Digital posters should be submitted via email to conference@sereni-t.co.za two days before the conference and presenters should bring along a digital back-up (memory stick, etc.) in case of a mishap.
- Presenters are expected to be present at their poster display during the indicated time-slots in the programme in order to engage with delegates.
- The conference team will assist to place the posters - push pins/prestick, laptops and monitors will be provided.