

The 2nd Luangprabang-Indochina-Mawlamyine Economic Corridor Academic Conference (LIMAC)

August 28-31, 2018
School of Logistics and Supply Chain, Naresuan University

Poster instruction

Design Suggestions for Posters

- The maximum size for horizontal poster board measures 90 cm high x 120 cm wide (including frame)
- Allow ample time to prepare your poster. All poster materials (illustrations, charts, and text) must be prepared in advance.
- All posters should feature a title, your name, the name of the institution where the research was performed, and should credit other contributors, as appropriate.
- Use a crisp, clean design. All lettering should be legible from about 5 feet (1.5 m) away. Title lettering should be about 5 to 7.5 cm. Subheading lettering should be 1.25 to 2.5 cm high. Text lettering should be approximately 24 points (.625 cm).
- Make illustrations simple and bold, with captions at least .939 cm high. Enlarge photos, tables, and charts to show pertinent details clearly.
- Do not tell the entire research history. Present only enough data to support your conclusions and show the originality of the work. The best posters display a succinct statement of major conclusions at the beginning, followed by supporting text and a brief summary at the end.
- Displayed materials should be self-explanatory, freeing you for discussion.
- Enhance your effectiveness by mounting your poster on a solid, colored background.
- Utilize other techniques to improve the graphic impact. Use color to add emphasis and clarity. Simplicity, ease of reading, etc., are more important than artistic flair. Keep in mind that lighting may be dim inside large poster sessions, so make sure your contrasts and color combinations are easy to read.
- For ease of transport, make poster elements small enough to package and carry.
- LIMAC will provide a reasonable supply of push-pins. All material must be removable. You may not write, paint, or use paste on the board.
- You may want to bring handouts of your abstract or copies of your data and conclusions to share with interested viewers. Some authors also provide sign-up sheets to record names and addresses of attendees who might wish more information, reprints, etc.