Maryland Academy of Family Physicians
Poster Presentations
Annual Meeting & Winter Refresher
February 28, 2026

Poster Design Tips

Organization: Design your poster to highlight the major points of your research/case/scholarly activity and stimulate feedback from viewers. Major components of an effective poster presentation include (1) statement of the problem/background, (2) objectives, (3) hypotheses (if applicable), (4) materials and methods, (5) analysis overview, (5) results, and (7) conclusion/recommendations. Typically, one panel each is required for the problem, methods, and conclusion. As many as three to four panels may be used to show graphs or figures depicting the results.

Your poster should (1) visually stimulate interest in your project, (2) present enough information for viewers to understand the methods, results and significance of your work; and (3) facilitate conversations and networking among program participants.

Present "bare bones" on your data in chart form so as to pique the interest of passersby who might then wish to stop and discuss your work in more detail.

Try not to encompass everything into a poster presentation that you would include in an oral presentation. Remember, your viewers are (1) walking by, (2) being distracted by conversation and the passage of other viewers, and (3) looking for interesting poster presentations to return to for closer examination.

Graphics: Remember that the presentation is primarily a visual one so make maximum use of figures, graphs, diagrams, and flow charts on the panels used.

Charts and tables are best read when they can be comprehended in one-minute per page viewing time.

Helpful hints:
· No more than four rows and columns per table
· No more than three components being graphed
· No three-dimensional graphs
· No double Y-axis graphs

Use a minimum of text. As a general rule, the total length of text for a poster presentation should not exceed 25 lines. Use lists or phrases instead of complete sentences when possible. An abstract panel is not a necessary component of any type of poster presentation and is specifically discouraged. Use lines, frames, contrasting colors or arrows to call attention to important points.

Lettering: Select a clean and simple font and use it consistently throughout the poster. Make lettering large enough to read from at least three to four feet.

Color: Use color to attract interest and to dramatize similarities and differences. Emphasis may be lost if more than four colors are used.