

International  
Pathology Day  
**2025**

#IPD2025

# Creating a digital poster: Guidelines

A digital poster enables you to condense the aims, methods, results, and conclusions of your research into an electronic form of presentation.

## Poster sizes

Preferably in portrait orientation. Please keep in mind that your entry will be displayed and viewed digitally on a screen. For examples of how posters look on screen you can view previous year's entries at our event page for International Pathology Day from our [website](#).

## Designing your poster

If you use Microsoft Office software to design your poster, PowerPoint or Publisher saved to high quality PDF format is recommended.

## Layout & Headings

Your abstract must set out clearly the purpose of the study and must include data to support your conclusions. Abstracts must be submitted in good English and not exceed 300 words excluding references (although these are not necessary). The poster title, authors and affiliations can take up additional words.

Use distinct headings to separate out the information in your poster and make it easy for people to find the information they're looking for.

Common sections include:

- title
- authors
- background and aims
- method
- results
- conclusions

## Colours

Be consistent in your use of colours. Avoid dark backgrounds – white and very light backgrounds are best as they allow the content of the poster to be the focal point.

Don't use too many colours: use a maximum of three different colours in your headings and text. Aim to use the same colours in your charts and illustrations.

Use white space – that is, the space that isn't used for anything – to give your content room to breathe.

## Font

Never use more than two styles of font: one for headings and one for text. It is important to use commonly recognised and accessible fonts. Avoid Comic Sans at all costs.

Always left-align your text. Fully justified and centred text is difficult to read and may put people off from reviewing your poster.

## Content and audience

Think about your audience. Who are you writing for, how much explanation do they need? Always avoid jargon, but make sure you pitch your writing at the appropriate level.

## Headings

Use short, clear headings that clearly describe the information in each section.

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## Text

Minimise the amount of text you use in each section. Write your copy, then re-read it and trim it. Leave it, then come back to it and trim it again. Wherever possible, use images to explain a concept.

Avoid using abbreviations and acronyms – not everyone will know what they mean.

Use bullet lists where possible, rather than long sentences and paragraphs.

## Images

Include charts, figures, diagrams, and photographs in your poster where possible.

Make sure your images are as clear as possible. Wherever you can, strip back the information in your graphics so your figure is telling a single story. If you have more than one story you want to tell, pick the most important one.

The resolution of images should be at least 150ppi, but 300ppi JPEG images are most preferable.

Image Rights - Please ensure that you have the correct permissions before using an image on your poster. This is especially important if you download an image from Google.

## References

Include a list of references and acknowledgements where appropriate. Be careful not to use too much room in your poster for this. In some cases, you may wish to link readers to your research, in which case references and acknowledgements could be left out and a link provided instead.

## Before submitting your digital entry

It can also be helpful to ask a colleague or friend to review it, specifically commenting on the design, layout, legibility of information and clarity of the poster.

## Presenting

You will be required to submit with your poster a 2-3-minute selfie-style video describing:

- a) why you undertook the work
- b) what work is described in the poster
- c) what was special about this work
- d) how the findings influence future practice

Filming from a static position – where possible not holding your phone whilst filming will improve the quality of the video.

You won't have time to cover everything, so decide what the main messages and key points are that you want to convey.

The selfie-style video is your opportunity to showcase your work and encourage the audience to view your poster online for further information. This could lead to work on similar projects, research and lead to collaboration.

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