



THE TECHNICAL UNIVERSITY OF KENYA

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Poster Presentation Guidelines

Below is a comprehensive set of **Poster Presentation Guidelines, Evaluation Criteria, and Presentation Requirements** suitable for scientific conferences, and innovation exhibitions.

1. Purpose of the Poster

The poster should communicate the research project clearly, accurately, and concisely. It should allow viewers to understand the study without requiring a lengthy explanation from the presenter.

2. Poster Content

Each poster should contain the following sections:

- Title of the study
- Author(s) and affiliation(s)
- Introduction/Background
- Problem statement (where applicable)
- Objectives
- Methodology
- Results/Findings
- Discussion
- Conclusion
- Recommendations
- Acknowledgements (optional)
- Key references (3–5)

3. Poster Design Requirements

Size

- Recommended size: **A0 (841 × 1189 mm)**, portrait orientation unless otherwise specified.

Font

- Title: 72–100 pt
- Headings: 36–48 pt
- Body text: 24–32 pt
- References: 18–22 pt

Layout

- Organize content into logical columns.
- Maintain adequate spacing between sections.
- Avoid overcrowding the poster.
- Use bullet points instead of lengthy paragraphs.

Colour

- Use contrasting colours for readability.
- Limit the number of colours to maintain professionalism.
- Ensure sufficient contrast between text and background.

Graphics

Include:

- Tables
- Graphs
- Charts
- Images
- Diagrams
- Flow charts

All graphics should:

- Be clearly labelled
- Have high resolution
- Include figure numbers and captions where appropriate.

4. Language

- Only English language is accepted.
- Use clear and concise scientific language.
- Avoid grammatical and spelling errors.
- Use consistent terminology throughout.

5. Ethical Considerations

Where applicable, indicate:

- Ethical use of AI is recommended.
- Ethical approval; studies that involved human subjects.
- Consent procedures; studies that involved human subjects.
- Funding source; if the study was funded.
- Conflict of interest statement.

Poster Evaluation Criteria

Evaluation Criterion	Description	Marks
Title and Abstract	Clear, informative, and reflects the study	5
Introduction and Background	Provides adequate context and rationale	10
Objectives	Clearly stated and relevant	5
Methodology	Appropriate, well described, and scientifically sound	15
Results	Clearly presented using appropriate tables, figures, and graphs	20

Evaluation Criterion	Description	Marks
Discussion and Interpretation	Findings accurately interpreted and linked to objectives	15
Conclusions and Recommendations	Logical, evidence-based, and practical	10
Poster Design and Organization	Attractive layout, readability, logical flow, visual appeal	10
Oral Presentation Skills	Confidence, clarity, organization, time management	5
Response to Questions	Demonstrates understanding and ability to defend the work	5
Total		100

Detailed Scoring Rubric

Score	Performance Level	Description
90–100	Excellent	Outstanding scientific quality, excellent presentation, highly professional poster.
80–89	Very Good	Strong research with minor weaknesses in presentation or organization.
70–79	Good	Good quality research with adequate presentation and acceptable organization.
60–69	Satisfactory	Meets minimum expectations but has several weaknesses.
50–59	Fair	Limited clarity, weak presentation, or methodological concerns.
Below 50	Poor	Major deficiencies in scientific quality, presentation, or organization.

Judge's Assessment Form

Poster Number: _____

Title: _____

Presenter: _____

Institution: _____

Criterion	Maximum Marks	Awarded
Title and Abstract	5	
Introduction	10	
Objectives	5	
Methodology	15	
Results	20	
Discussion	15	
Conclusions	10	

Poster Design	10
Oral Presentation	5
Questions and Answers	5
Total	100

Judge's Comments

Strengths

Areas for Improvement

Overall Recommendation

- ☐ Excellent
☐ Very Good
☐ Good
☐ Fair
☐ Needs Improvement

Judge's Name: _____

Signature: _____

Date: _____

These guidelines and evaluation criteria are appropriate for undergraduate and postgraduate research conferences, scientific meetings, innovation exhibitions, and institutional research symposia, and they can be readily adapted to discipline-specific requirements.