

# CREATING EFFECTIVE SCIENTIFIC POSTERS

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# What is a scientific poster?

- It is like an illustrated abstract!



**Poster title goes here, containing strictly only the essential number of words...**

**Author's Name/s Goes Here, Author's Name/s Goes Here, Author's Name/s Goes Here**  
**Address/es Goes Here, Address/es Goes Here, Address/es Goes Here**

**Introduction**  
This ...  
One of the most interesting questions in the field of polymer networks is how the mechanical properties of a network depend on the distribution of chain lengths. This question has been addressed in a number of papers, but the results are still controversial. In this paper, we present a study of the mechanical properties of a network with a broad distribution of chain lengths. We show that the network is significantly stronger than a network with a narrow distribution of chain lengths. This is due to the fact that the short chains in the network act as stiffening agents, and the long chains contribute most of the volume fraction. This study shows that the mechanical properties of a network depend on the distribution of chain lengths, and that the mechanical properties of a network with a broad distribution of chain lengths are significantly stronger than those of a network with a narrow distribution of chain lengths.

**Method**  
This study was conducted using ...  
• Molecular dynamics simulation  
• Monte Carlo simulation  
• Finite element analysis  
• Experimental data  
• Analytical models

**Results**  
The results of this study are ...  
• The network is significantly stronger than a network with a narrow distribution of chain lengths.  
• The mechanical properties of a network with a broad distribution of chain lengths are significantly stronger than those of a network with a narrow distribution of chain lengths.  
• The mechanical properties of a network with a broad distribution of chain lengths are significantly stronger than those of a network with a narrow distribution of chain lengths.

**Conclusion**  
The results of this study show that the mechanical properties of a network with a broad distribution of chain lengths are significantly stronger than those of a network with a narrow distribution of chain lengths. This is due to the fact that the short chains in the network act as stiffening agents, and the long chains contribute most of the volume fraction. This study shows that the mechanical properties of a network depend on the distribution of chain lengths, and that the mechanical properties of a network with a broad distribution of chain lengths are significantly stronger than those of a network with a narrow distribution of chain lengths.

**Acknowledgements**  
This work was supported by the ...

# Effective posters

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- Posters should have more description than a talk slide, less description than a paper

# Questions to Ponder

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- Who is your audience?
- What is your story?
- How much information is necessary?
- How can I use figures and photos to tell the story?

# Essential Parts

## Title

Authors, affiliations and contact info

### Abstract/Intro

Words, words, words.  
Important words

### Aim

Why is this important,  
what question are you  
addressing. Why  
should they read this.  
Words, words, words.  
Important words

### Methods

Words, words,  
words. Important  
words

Photo of method

Maybe a figure

List of materials or  
parameters

Maybe another  
photo

### Results

Words, words, words.  
Important words

Maybe a figure  
here

More results  
descriptions

Maybe a another  
figure here

### Conclusions

Words, words, words.  
Important words

### Future work

Words, words, words.  
Important words

Funding  
acknowledgements

# Important features

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- Large title
- Good subject headings
- Make it easy for the eye to follow
- Simple, effective data displays
- Small blocks of supporting text
- Keep to a simple color scheme

# What program to use?

- Option 1: Powerpoint
  - ▣ OK, easy to use
  - ▣ Inflexible
  - ▣ Designed for overhead projection
- Option 2: Adobe Illustrator/InDesign
  - ▣ Excellent, harder to use
  - ▣ WYSIWYG
- Option 3: Publisher
  - ▣ OK, easy to use
  - ▣ More flexible than powerpoint
- Others: CorelDraw, Publish-It, Canvas

# Tips

- Keep posters VISUAL
  - ▣ Use photos and graphs where possible
  - ▣ Pictures at least 150 dpi, but no more than 300 dpi
- Your cool photo doesn't mean anything without a description or label or scale
- Don't make the background too busy
- Acknowledge your funding sources!



# Print out a letter sized draft

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- Can you read the type?
- Are these the colors you really want?
- Does it look too busy?
- Do my main points pop?

# Checklist

## **Appearance**

1. Display attracts viewer's attention.
2. Words are easy to read from an appropriate distance (3-5 feet).
3. Poster is well organized and easy to follow.
4. Graphics and other visuals enhance presentation.
5. The poster is neat and appealing to look at.

## **Content**

6. Content is clear and easy to understand.
7. Purpose (question) is stated clearly.
8. It is possible to see why someone might be interested in the results.
9. There is enough detail about methods to understand the results.
10. The approach taken is appropriate for the problem and technically sound.
11. Poster is free of unnecessary detail.
12. Conclusions are stated clearly.
13. Conclusions are supported by results.

## **Presentation**

14. Presenter's response to questions demonstrated knowledge of subject matter and project.

# Other resources

- Ten Simple Rules for a Good Poster Presentation  
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1876493/>
- Scientific Poster Design – Good and Bad Examples  
<https://www.youtube.com/watch?v=agtgnJP3KoQ>