CREATING EFFECTIVE SCIENTIFIC POSTERS

Fall 2016

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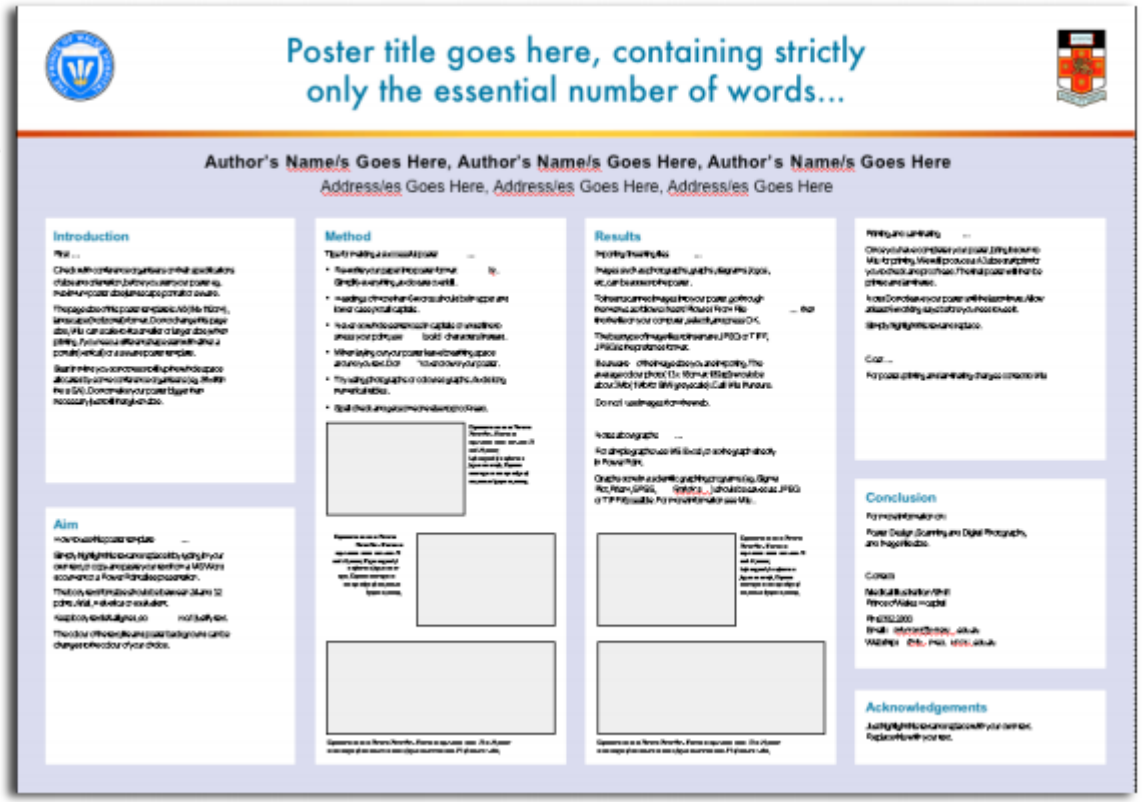
What is a scientific poster?

- It is like an illustrated abstract!



Effective posters

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

Questions to Ponder

- 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

- 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

- 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