Agenda

- Why a Poster?
- Content/Layout
- Samples
- Formatting Tips
- Do’s & Don’ts
- Timeline
- How to Present & Discuss
- Things that will be considered in poster review
- Resources
Why a Poster?

- Summary of your research
  - Academically sound
  - Highlight the context of your work, methods, results
  - What you did – why you did it – what you learned

- Get Feedback/Critique

- Network
  - Interact one-on-one with others

- More detailed than a speech but less than a paper
  - More interactive

A poster tells a story!
How to get started

Poster Theme

*If a person is going to remember only one idea about your work, what do you want that idea to be?*

Now write down your answer.

This is the theme of your poster, its focal point. Everything you choose to include on your poster needs to support this theme.

Source: Washington NASA Space Grant Consortium – [Click Here](#)
Poster Must Explain... KISS

- Scientific Problem
  - What is the question?
- Significance
  - Why should I care?
- How your experiment addresses the problem
  - What is your strategy?
- The experiment performed
  - What did you actually do?
- The results obtained
  - What did you actually find?
- The Conclusion
  - What do you think it all means?
- Future – Where do you go from here?
Poster Content

- Title – 10 words or less
- Collaborators/Affiliation – Temple
- Abstract/Introduction – 150 words or less
- Research Question
- Materials, approach, process, methods
- Results – Did your experiment work? Qualitative and Quantitative results – largest section
- Conclusion – Why outcome is interesting – Future Plans?
- Acknowledgements – Funding Source – URP
- Contact information
Poster Content

- Title – *10 words or less*
  - Poster title does not need to be paper title
  - Watch jargon
  - Not too cute
  - Snappy
  - Highlight the subject matter
  - Read from 25 Feet Away
Poster Content

- Collaborators/Affiliation
  - Logos – Temple, URP, SSP, NSF, NIH
  - Don’t leave people wondering about who did the work!
Poster Guidelines

- **Sizes**
  - 36” x 48” or 48” x 56”

- **Use Technology**
  - PowerPoint – Word – Adobe InDesign – Illustrator – Photoshop

- **Text Size**
  - **Title**: 72 pt. – 85 pt.
  - **Headings**: 30 pt. – 60 pt.
  - **Text**: 18 pt. – 24 pt.
  - **Captions**: 18 pt.

- **Fonts**
  - No more than 2–3
  - Easy to read – Times New Roman
  - Not Bodoni GOTHIC

*Must be readable 4 to 6 feet away!*
Poster Guidelines

- No more than 800 words
  - Read your text – then cut again

- Choose colors carefully
  - Can attract attention or detract from your message
  - Light Background – Black Text
  - Avoid dark background
  - Watch Rainbow effect!

- Column headings – blocks of text – graphics

- Charts, graphs, photographs, maps
  - High resolution (300ppl)
  - Watch blurry images
  - Make diagrams the same size and MAKE sure they are aligned
Sample Poster Formats

Results arena layout

Demotes the unimportant sections (Literature cited, Acknowledgements, Further information) to the bottom portion of the poster, freeing up the valuable real estate on the top for interesting stuff.

Watch where you put your conclusion
Author, Author, and Author

Address(es)

Introduction

Replace the "blah, blah, blah" with your own "blah, blah, blah."

Materials and methods

Blah, blah, blah

Results

Blah, blah, blah

Conclusions

Blah, blah, blah

Traditional layout

Note that any content near the bottom part of the Materials and methods and Results sections will be harder for most people to read (because they’ll need to bend their necks down).

Literature cited


Acknowledgments

Blah, blah, blah. This file from http://colinpurrington.com/tips/academic/posterdesign.
You can erase that URL, of course.

Further information

© Copyright Colin Parrington. You may use for making your poster, of course, but please do not repost the template on your own site or upload to third-party file-sharing sites such as doctoc.com. This verbiage sounds mean-spirited, perhaps, but I’ve had people siphon off my whole site and then claim my content was public domain because they found it via Google. (Replace this text with your own.)
The third option is the four-column approach. It separates Results into separate columns, but sometimes you have Results that are best displayed in a linear fashion, so use this one if that’s the case.
Poster Formatting Tips

- Focus your message
- Logical order
  - Top to bottom – left to right
- Use
  - Phrases
  - Bullets
  - Active Verbs
  - Large Font – 4 to 6 feet away
  - Avoid blocks of text longer than 10 sentences
- Double Check Grammar and Spelling
- Convey message visually if possible
- Logos on bottom
Poster Formatting Tips

These ALL COUNT!!!
Do Not Plagiarize!!

**Do’s & Don’ts**

**Don’t**
- Title: Too long
- Color: Detract from message
- Acknowledgements: Leave out
- Graphs: Pick wrong one

**Do**
- Title: Short – snappy, Highlight subject matter
- Color: Draw attention, Not overwhelm
- Acknowledgements: Credit where due, Sources
- Graphs: Name Graph, Label Axis

*Acknowledgements*
Poster Timeline

Do Not leave till the last minute

- Title, acknowledgements, bibliography
- Experiment w/fonts, sizes & colors
- Plan layout – strive for consistency & uniformity
- Proof Read
- Print out & have it reviewed by research team members
- Project your poster on the wall before you print
  - Check – image resolution – axis labels – colors – message
- Bring for professional printing

Get started NOW!
How to Present & Discuss?

**Elevator Speech**

- Two minute summary
- Make sure you have a “take away” message
- Average person 3–5 minutes per poster
- Offer to answer any questions – *okay if you do not know answer*
- Smile
- Dress professionally
  - Match your poster...
- Thank your viewers for visiting!
How to Present & Discuss?

Help each other!

Review for:
  ◦ Content
  ◦ Word count
  ◦ Idea flow
  ◦ Figure clarity
  ◦ Font size
  ◦ Spelling!!!!
Day of the Symposium

- Arrive early – set up poster
- Plan to stay the entire time
- Three reviews per poster
- Typically two rounds of reviews
  - Please plan to stay
- Awards will not be presented after symposium – they will be announced via email in less than a week
How to Present & Discuss?

- Do not chew gum
- Stay off your phone
- Keep hands out of your pockets
- Watch “ums”, “like”...
- No notes – know your work
- Speak to your viewers – not your poster
- Start with your two sentence overview
  - Get them hooked
- Practice on friends & family
- Can have hard copies for a hand out
Things that will be considered in Poster Reviews

› Poster focus on a well-defined problem
› Is the poster complete, containing an introduction, materials and methods, results, discussion and conclusion sections
› Presentation is factually accurate
› Presenter capable of answering questions
› Sections are organized well and flows in a logical manner
› Clear discussion of what you did not the lab or others!
› Where to go next with research?
Feedback from Poster Reviewers

- The content on the poster should stand by itself – you may not be there and reviewers should be able to understand what you did – You provide the additional information to the poster – do NOT read the poster to the reviewer.

- When you are presenting you work you will be interrupted so be prepare to be flexible with your discussions. – Do not think you will be able to follow a script.
Know the audience for your poster – is it a URP Symposium or a National Professional Conference? It will make a difference how detailed the poster should be.

- **“Don’t Spill the Beans!”** – This means you must review your poster contents with your PI carefully. You do not want to include data that is confidential or waiting to be presented in a paper later.

- **“Do NOT Wait for Last Minute Data!”** – It may not come or be right so do not count on it. If you get good last minute data you will find place for it.
Feedback from Poster Reviewers

- **BE EXCITED** – highlight what is new – talk about what you enjoyed about your research and why it is important.

- Make sure you read papers related to your research to be better prepared to answer questions. Papers help you know more!

- Ask your PI how they want names to be listed on the poster – each will have their own style.
REMEMBER.....

Research Experience and your Symposium participation belongs on your resume!!!!

I have a resume handout!
By the end of the symposium you may have learned as much from viewers as they have learned from you!
Resources

Poster Perfect
How to drive home your science with a visually pleasing poster
By Edyta Zielinska | September 1, 2011
http://www.the-scientist.com/?articles.view/articleNo/31071/title/Poster-Perfect/

Poster and Presentation Resources – UNC Health Science Library
http://gradschool.unc.edu/academics/resources/postertips.html#ppdesign

Designing Conference Posters – Colin Purrington
http://colinpurrington.com/tips/academic/posterdesign

Designing Effective Posters – UNC Health Science Library
http://guides.lib.unc.edu/content.php?pid=315609&sid=2582576

Elements of Style
Using graphic design to enhance visual communication in scientific posters (and elsewhere)
https://science.nichd.nih.gov/confluence/display/~jonasnic/Elements+of+Style
Resources

Tips on Poster Presentations at Professional Conference  Scott W. Plunkett

Making an Academic Poster Presentation – Office for Undergraduate Research
http://nau.edu/Undergraduate-Research/Poster-Presentation-Tips/

Preparing and Presenting Effective Research Posters
Jane E Miller
http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1955747/
Questions.....