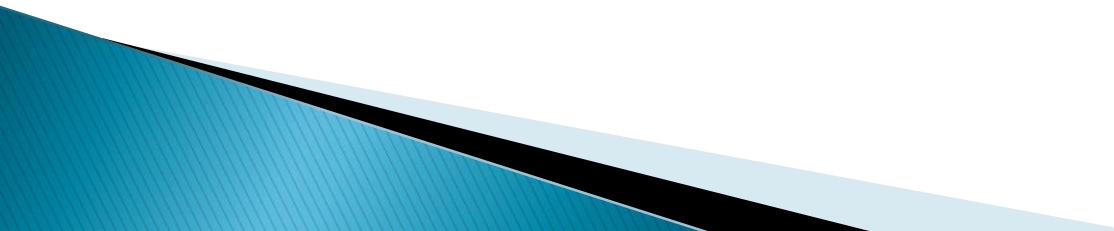



Scientific Posters

A Poster Uses Visual Grammar

- ▶ It shows, not tells. It expresses your points in graphical terms.
 - ▶ It avoids visual chaos, it guides the viewer by using a visual logic, with an hierarchical structure that emphasizes the main points.
 - ▶ All elements, even the figure legends, are visible from 1 m away.
 - ▶ It displays the essential content – the messages – in the title, main headings and graphics.
- 

To make your poster effective

- ▶ What's my message?
Everything you put on your poster relates to a carefully crafted message.
 - ▶ Stay focused on your message. And keep it simple!! Simple messages are more memorable.
 - ▶ State your main point and conclusion clearly:
All visuals and text should relate to those points and conclusions.
- 

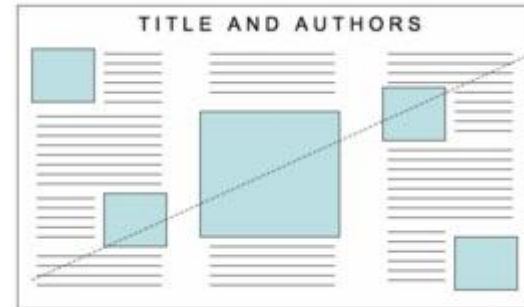
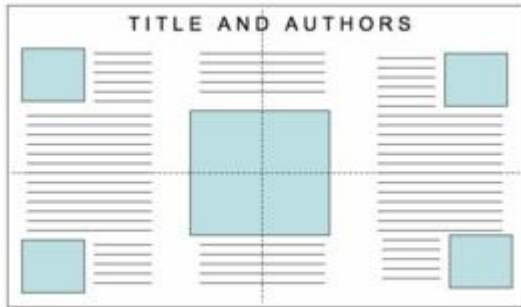
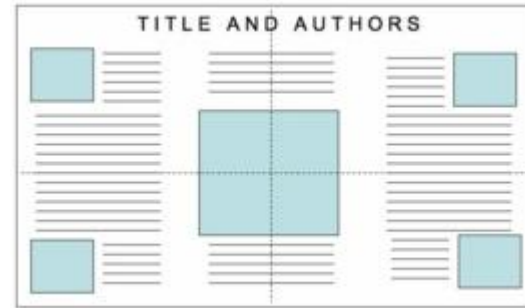
To make your poster effective

- ▶ Edit ruthlessly! Simplify. Supply details in person, and only as needed.
- ▶ Remove all but the most essential information about your methods.
- ▶ State your results with headings, and focus on results and conclusions.
- ▶ Convince viewers that you are a thoughtful, results-oriented researcher.
- ▶ Emphasize methods rather than the main message.
- ▶ Identify every detail of your methods, just in case you're not in front of your poster when someone comes by.
- ▶ Even in the results and conclusions, be sure to emphasize your methods over your findings.
- ▶ Convince viewers that you are a task- and methods-oriented technician.

DO

DO NOT

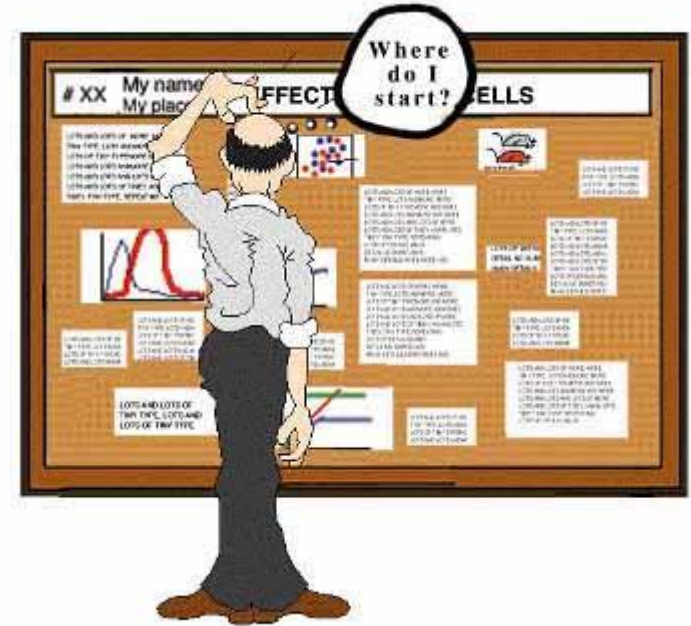
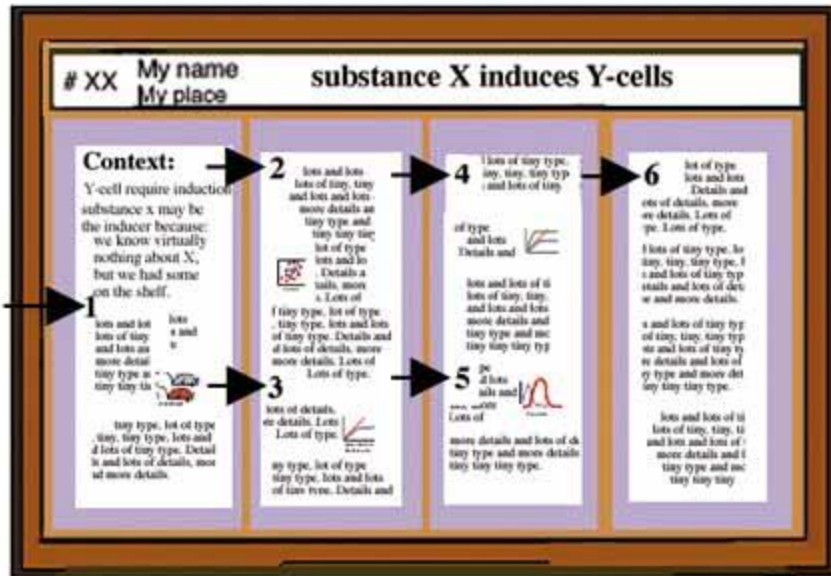
Good visual balance of figures & text



Use visual grammar

- ▶ Use a graphic hierarchy that visually reflects the relative importance of elements.
 - If it's important, make it BIG. Use type size proportional to importance.
 - Use simple figures and graphs.
 - Make all graphic elements large enough to be visible from one meter away.

Use a column format or organizational cues



Readers tend to read top to bottom, a phenomenon called "reader gravity"

Headings

▶ Summarize

- Use headings as opportunities to summarize your work in large letters. A hurried reader should be able to get the main points from the headings alone.

▶ Organize

- Good headings are part of the visual grammar that helps move readers through your poster.

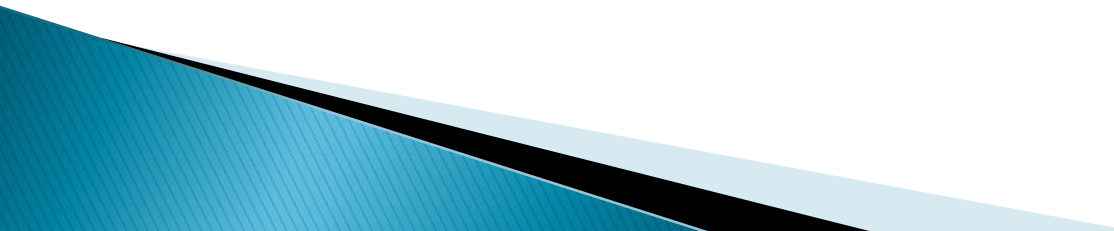
▶ Be Hierarchical

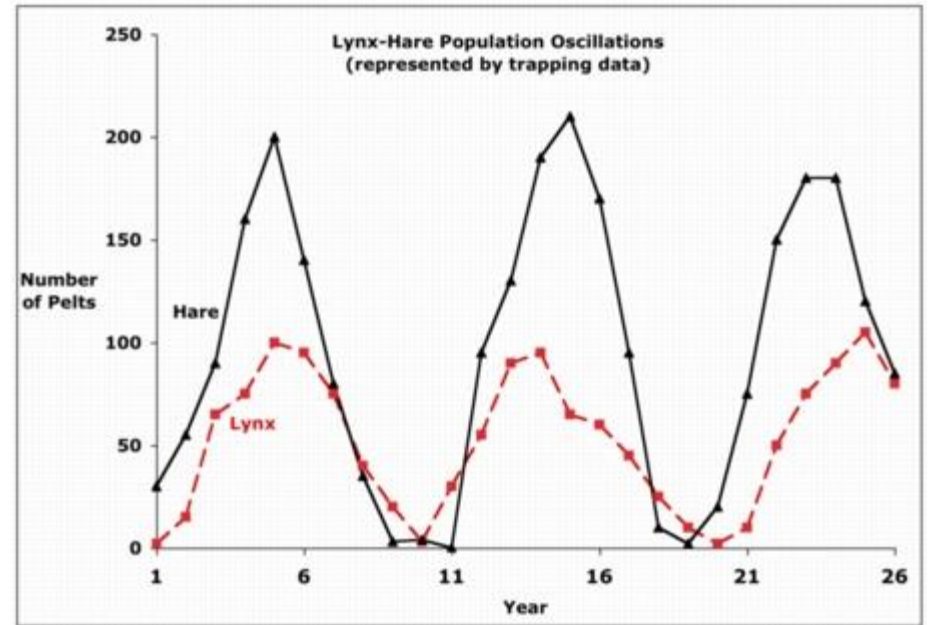
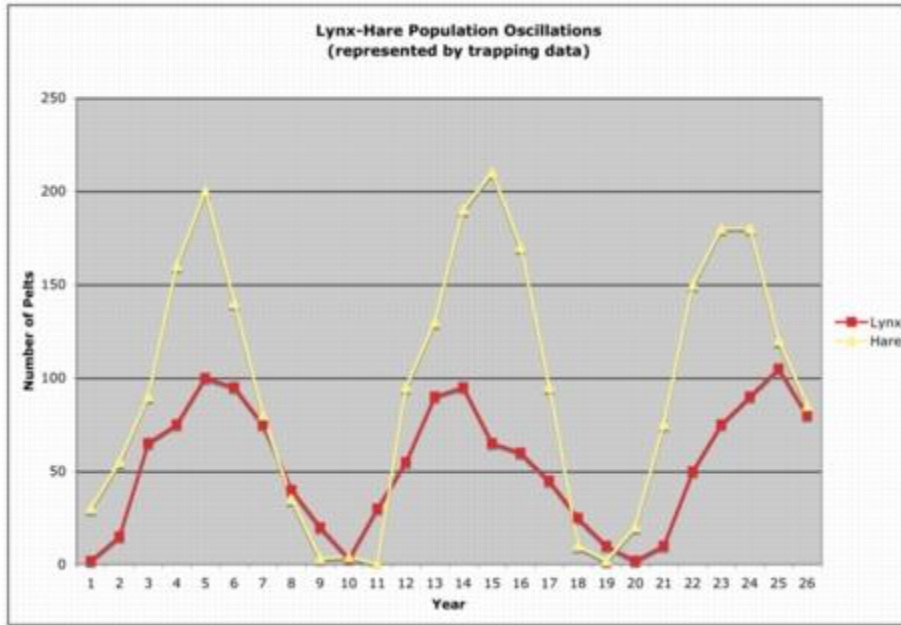
- The more important the point, the larger the type.

▶ Be Bold

- Make the strongest statements your research allows.

Text should be simple, direct & large

- ▶ Minimize text – use images and graphs instead.
 - ▶ Use phrases rather than full sentences.
 - ▶ Use an active voice.
 - ▶ Avoid jargon.
 - ▶ Left-justify text
 - ▶ Use fonts easier to read (Times) for most text.
 - ▶ Text should be **at least 24 point** in text, 36 for headings.
 - ▶ Pay attention to text size in figures – it must also be large.
 - ▶ Title should be **at least 5cm tall**.
- 



Use color – but don't overdo it.

- ▶ Use a light color background and dark color letters for contrast.
 - ▶ Stick to a theme of 2 or 3 colors – much more will overload and confuse viewers.
 - ▶ If you use multiple colors, use them in a consistent pattern – otherwise viewers will spend their time wondering what the pattern is rather than reading your poster.
 - ▶ Overly bright colors will attract attention – and then wear out readers' eyes.
 - ▶ Consider people who have problems differentiating colors, especially when designing graphics – one of the most common is an inability to tell green from red.
- 