

How to Prepare and Present a Poster on Your Research

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Posters Present a Challenge

- Posters must be lean and clean
- Posters must stand alone
- Audiences come and go

Today's Plan

- What's "The News"?
- Visualize "The News"
 - Review and apply design principles
- Present "The News"

What's “The News”?

What's **YOUR** News?

- What problem did you solve?
- What are your results/conclusions?
- What sets your work apart?
 - New theoretical approach / methods / interpretation of data
- Why does your work matter?
- How can your work be applied?

Consider the Audience

- Why are they interested?
- What are their backgrounds?
- How will they benefit?
- What are their questions?

Support for “The News”

Rank report info: MUST / Good / nice

- Include the MUST
- Add some Good
- Save nice details for discussion or handout

Make “The News” Accessible

- Include introductory summary
- Use forecasting statements to introduce or summarize each section
- Use message headings
- Reduce jargon

Visualize “The News”

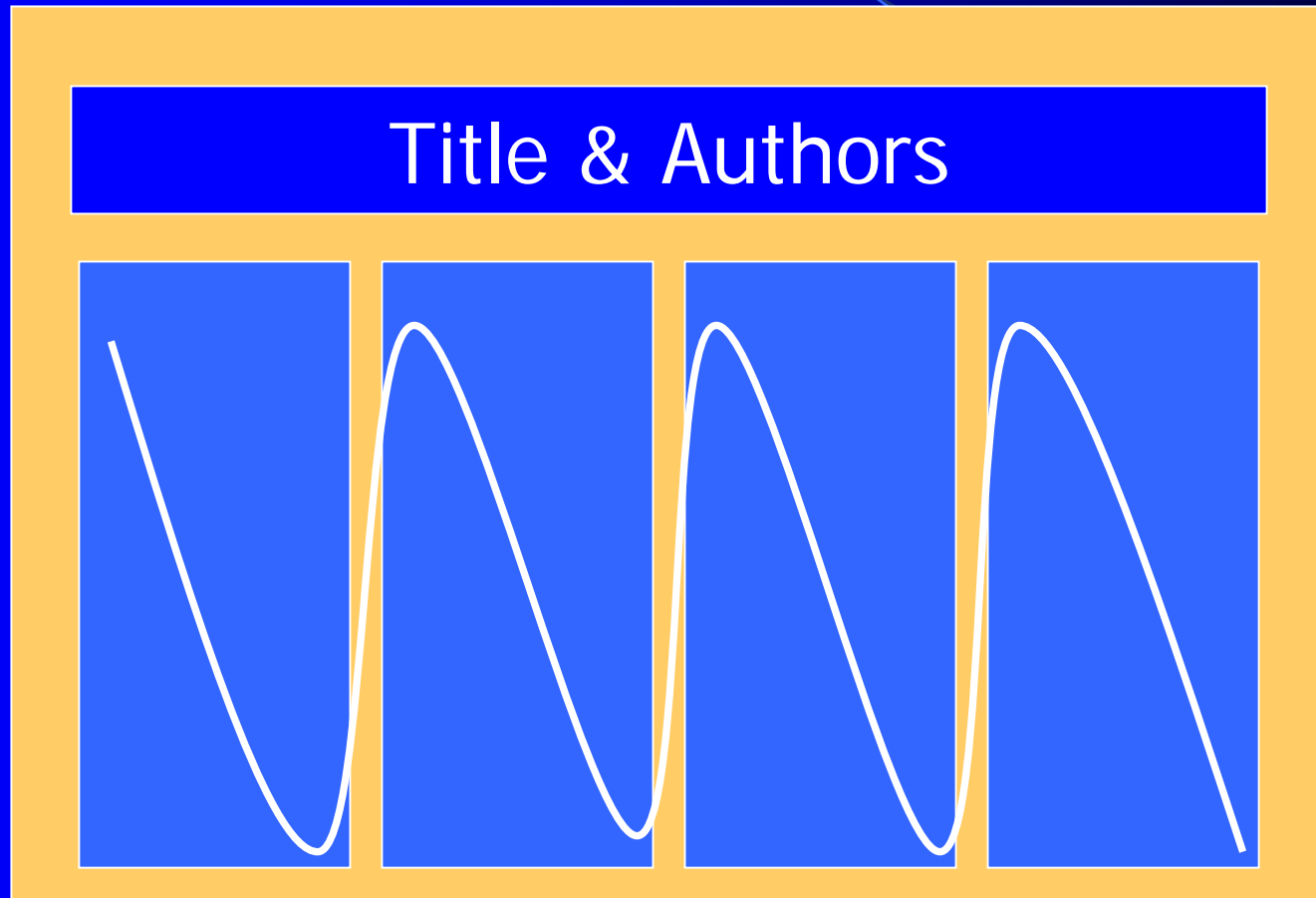
VISUALIZE “The News”

- Is it problem / solution?
- Is it an image?
- Is it a contrast? (old vs. new)
- Is it a demonstration?

Relate News to Layout

- Match visualization to layout
 - Left-to-right flow in vertical columns
 - Left-to-right flow in horizontal rows
 - Centered image with explanations
 - Two fields in contrast

L-to-R Flow in Vertical Columns



Title & Authors

Abstract

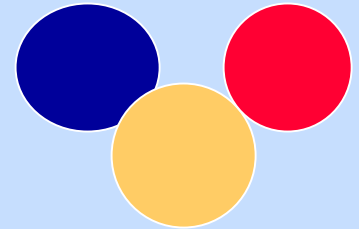
Methods

Results

Table 1

Intro

Fig 2



Conclusions

L-to-R Flow in Rows

Title & Authors

Part 1

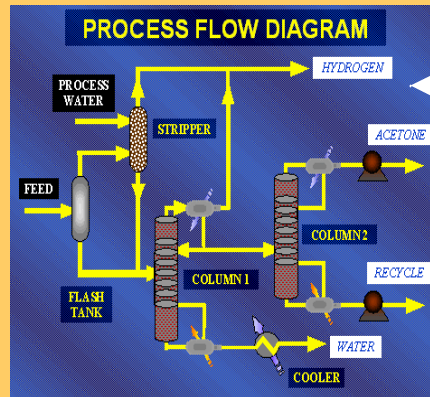
Part 2

Part 3

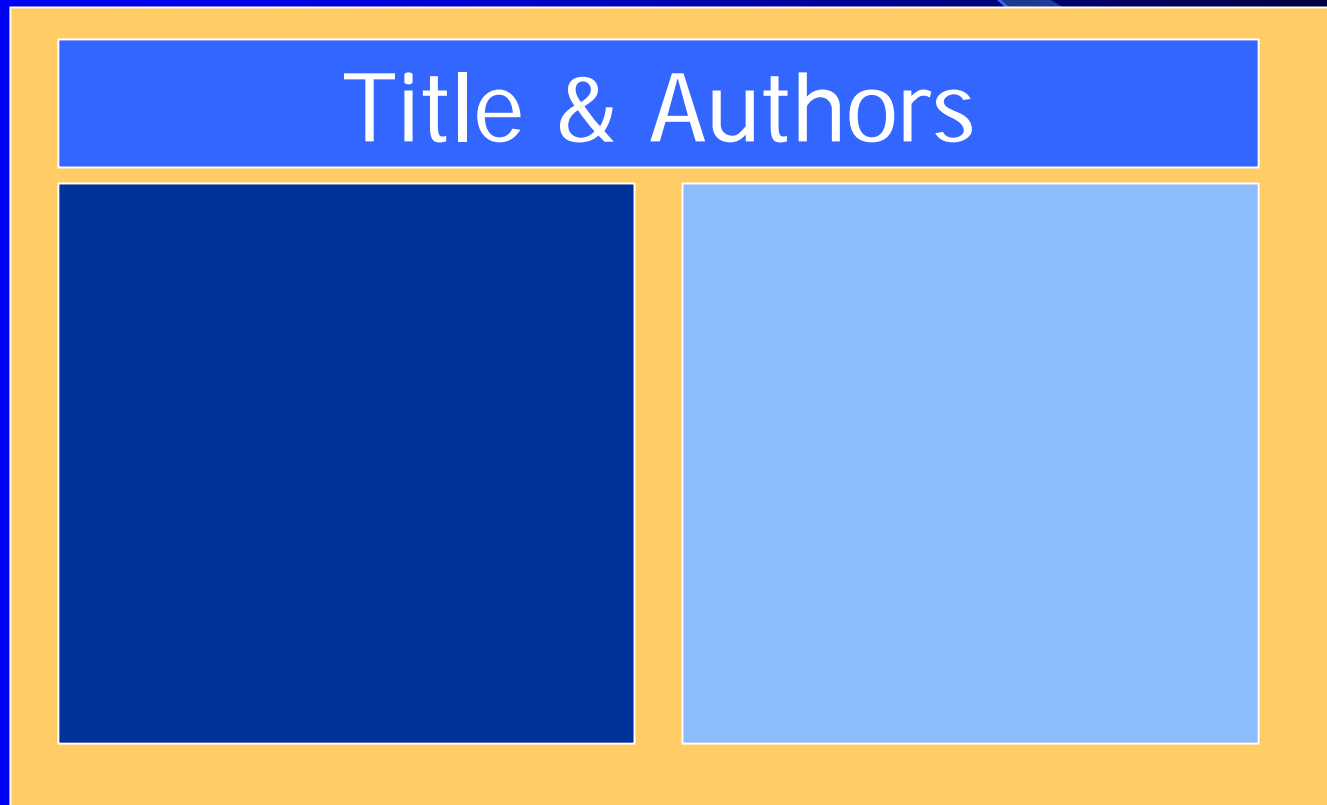
Centered Image & Explanations

Title & Authors

Abstract



Two Fields in Contrast



Guide the Reader

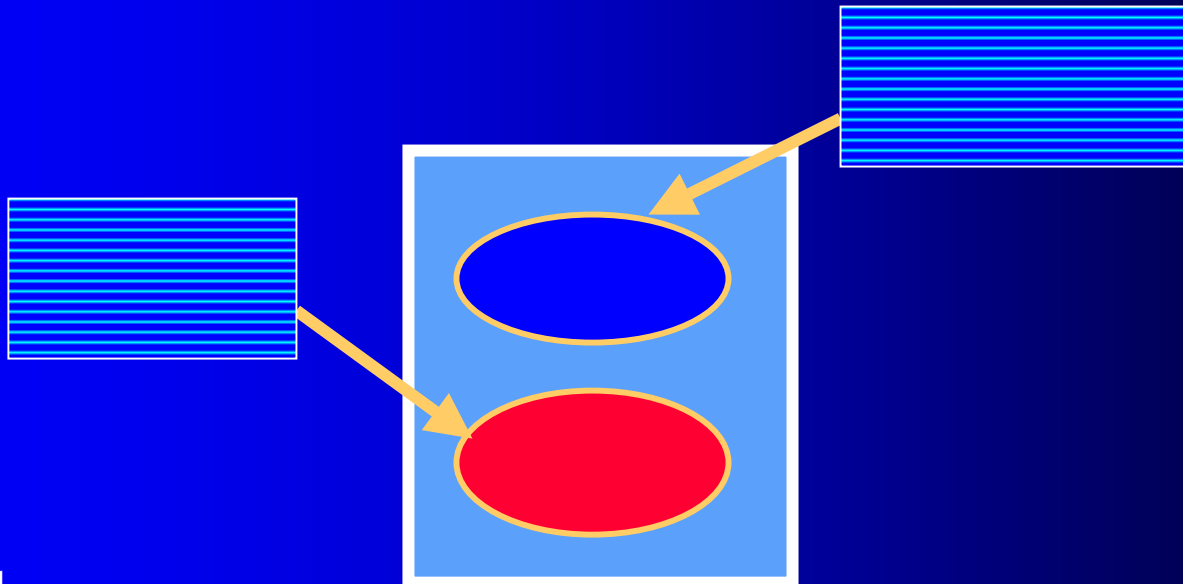
- Scale expresses relative importance
- Indenting shows subordination
 - As in this example
- White space directs gaze
- Color adds emphasis or coherence

Font Style and Size

- **Title (6 – 8 words)**
 - Sans Serif (Arial)
 - 90 - 120 pt
- **Headings (3 words)**
 - Sans Serif (Arial)
 - 36 - 48 pt
- **Text**
 - Serif (Times New Roman)
 - 30 - 36 pt.

Principles of Explanation

- Introduce figure *beforehand*
- Discuss figure *afterward*
- Tag images with explanations



Fat Text - - to - - Lean Text

- The ideal anesthetic should quickly make the patient unconscious but allow a quick return to consciousness, have few side effects, and be safe to handle.

- Ideal anesthetics
 - Quick sedation
 - Quick recovery
 - Few side effects
 - Safe to handle

Details Matter!

- Check for consistent formatting
- Check grammar & spelling
- Use a correct bibliography
- Give credit to others (to establish your character and ethics)
- Include contact info

Present “The News”

SHOW What You Know!

- Prepare 2, 5, 7, and 10 minute talks
- Always begin by summarizing “News”
- Reinforce key findings
- Catch up newcomers quickly
- Ask audience questions

Communicate with Confidence

- Talk to audience not poster
- Stand straight, arms down, chin up
- Integrate gestures (high/visible/precise)
- Use voice to communicate enthusiasm
- Adjust pacing to aid comprehension