

# Preparing an Effective Poster Presentation

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# Purpose of a Poster

- Summarize information or research concisely and attractively
- Help publicize it and generate discussion
- Mixture of a brief text mixed with tables, graphs, pictures

An academic poster is judged on the basis of

- Content
- Structure
- Visual Impact
- Clarity

# Where to begin... CONTENT

- **Define your audience:** specialists/generalists/general public
- **Distill your message:** What is the most important/interesting/astounding finding from your research?
  - a. Identify **key point(s)**
  - b. Rough draft:
    - i. Decide on title (you can change later)
    - ii. Organize information: Jot down **key points** in logical order to **tell a story**
- **Prepare graphics:** How can you visually share my research?
  - a. Graphics needed to convey **key points (4 maybe 5)**
  - b. Identify what **doesn't need to be there**

# Poster structure: your choice

Note: there is **no abstract** in a poster, a poster *is* an abstract, albeit, one with **graphics**

- **Title**
  - Introduction
  - Methods: short
  - Results
  - Discussion
  - Conclusions
  - Acknowledgements
  - References
- **Title**
  - Motivation
  - Objectives
  - Results
  - Implications
  - Acknowledgements
  - References
- **Atmospheric N supply to the surface gyre**
  - Sources of atmospheric N
  - N isotopes as tracer of source
  - Ocean source of atmospheric N
  - Implications for ocean N budget
  - Acknowledgements
  - References

# Software for poster design

- **PowerPoint:** A popular, easy-to-use
- **Adobe Illustrator, Photoshop and InDesign:** Feature-rich professional software with high-resolution images, but more complex
- **Open-source Alternatives:** I'm sure they exist...

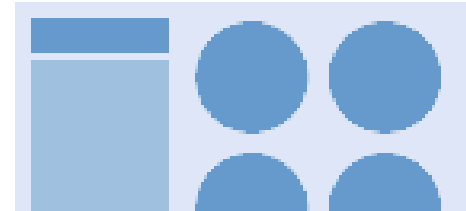
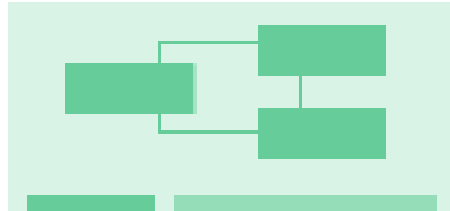
# Typical poster sizes

- **Determine the size of the space provided at conference**
  - **Typical academic poster sizes**
    - A0** 118.9 cm x 84.1 cm
    - A1** 84.1 cm x 59.4 cm
    - A2** 59.4 cm x 42.0 cm
    - A3** 42.0 cm x 29.7 cm

## In Power Point:

- *File* → *Page Setup*
  - *Custom* or *A0 – A3*
    - Specify width and height in cm or inches (check)
    - *Portrait* or *landscape*
- Or: [Download template online](#)
- Save finished poster as **pdf** (mac to pc problems)

# Layout



- 3 seconds to determine whether to stay
- 30 seconds to secure attention
- Use space and margins to give your content room to breathe





# Backgrounds and colors

- Colors and backgrounds should be **subtle**
  - Color should highlight, separate, define and associate information – **and remain coherent**
  - Color should **not compete** with your information
- Colors may look different on your screen than they will in your print
- Color-blindness: need high **contrast** bars on graphs, lines on charts and backgrounds and text. Most common is red and green blindness
- Less is more

# Rules of Thumb

- Should be legible from about 1 meter, and attract interest from about 5 meters
- Aim for a word count of about  $\leq 800$  words
- **Sans-serif** font like Arial or Helvetica
  - Not like this; or like that; or even this
- Main title should be 70-100 pts, subheadings around 36-40 pts, body text around 24 pts, captions 18 pts
- **Format headings and subheadings consistently**

# Use of graphics

- Use diagrams, graphs or flowcharts to help explain complex information visually
- If your topic has a central statement, graphic or diagram, make this prominent in your design. Don't hide it in a corner!
- Every graphic should have a purpose

# Graphics

- Font size = 20 – 24 pts
- Large symbols
- No title on the top
- Figure caption on the bottom 18-20 pts
- Prominent legend (not lodged in captions)
- Judicious use of colour