Creating Effective and Visually Attractive Scientific Posters: Making People Stop!

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Introduction

- Purpose
- Things to Think About
- Advise and Feedback
- Presenting
Purpose

- Display Research
- Recognition & Notoriety
- Provides Venue for Future Ideas
Things to Think About

- Plan Ahead
  - Talk to Organizers
  - (BRET) Poster Printing Services
  - What is the Story

- Putting Ideas Together
  - Write a Rough Draft
  - Visual Layout
  - Proofread
Plan Ahead: Talk To Organizers

- Format
- Previous Successful Posters
- Type of Audience
Plan Ahead: (BRET) Poster Printing Service

- Drop-Off Location
  - 307 Light Hall
  - M – F; 8:30 - 4:30
- Submit Poster Request Form
- Allow Two Business Days
- Margin Requirements
- Special Characters
- Text Boxes on the Page
- Use a Graphics Program
- Acquire a Poster Tube
Plan Ahead: What is the Story

- Make Your Story Interesting for Mixed Audiences
- Be Creative
- Short Time to Grab Attention
Putting Ideas Together: Write a Rough Draft

- Create a Working Title
- Focused Ideas
- Headings
- Order Ideas Logically
- Background
- Methods
- Results
- Conclusion
- Author Identification
Putting Ideas Together: Fonts

- Poster should be readable from 4-8 ft.
- Title should be at least 48.
- Text should be at least 36 points.
- Headers should be larger than the text but smaller than the title or bordered.
- Avoid script fonts and italicize.
- Avoid equations.
Putting Ideas Together: Visual Layout

- Effective Visuals
- Try Different Layout Formats
- Make Appealing to the Eye
- Colors and White Space
- Color schemes
  - http://colorschemedesigner.com/
  - Google “color schemes”
- Size
- High Quality Resolution
Visual Layout

Left to Right

Horizontal Symmetry

Diagonal Symmetry

Horizontal and Vertical Symmetry
Putting Ideas Together: Proofread Text

- Grammar
- Clarity
- Jargon
- Sentence Length, Logic and Flow
- Readability

“Don’t laugh Ms. Newborn, but I want you to proof this for ‘accuracy’.”
Get Advise & Feedback

- Organizers
- Friends
- Colleagues
- Poster Evaluation
60-Second Poster Evaluation

Use the following rating system

- **Overall Appearance**
  - 0 Cluttered
  - 1 Pleasant
  - 2 Very Pleasing

- **White Space**
  - 0 Very Little
  - 1 Some Separation
  - 2 Plenty

- **Text/Graphics**
  - 0 Too Much/Little Text
  - 0 Confusing Graphs
  - 1 Balanced

- **Text Size**
  - 0 Too Small
  - .5 Body Text Good; Figure Text Bad
  - 1 Easy to Read
  - 2 Very Easy
60-Second Poster Evaluation

Use the following rating system

- **Author Identification**
  - 0 None
  - 1 Partial
  - 2 Complete

- **Research Objectives**
  - 0 Missing
  - 1 Present; not Explicit
  - 2 Explicit

- **Main Points**
  - 0 Absent
  - 1 Not Obvious
  - 2 Labeled

- **Summary**
  - 0 Absent
  - 1 Present
Poster Evaluation Proposed for the Forum (Medical Students)

- Is the title appropriate and interesting?

Effect of Protein Phosphatase 2A Subunit Gene Haplotypes and Proliferative Breast Disease on Breast Cancer Risk.
William Dupont, Joan P. Breyer, Kevin M. Bradley, Peggy Schuyler, W. Dale Plummer, Melinda E. Sanders, David L. Page, Jeffrey R. Smith

Synthesis of \( \beta \)-(1-Azulenyl)-L-Alanine, a New Blue-Colored Tryptophan Analog, and Its Use in Peptide Synthesis. Hans-Jürgen Musiol

Solid-Phase Synthesis of Substance P C-Terminal Hexapeptide Containing 1,4-Diazepine-3-One as a Dipeptidomimetic Element. Yinglin Han
Poster Evaluation Proposed for the Forum (Medical Students)

- Is the manner of presentation interesting?
- Is there sufficient information so that non-experts can understand the poster?
- Does the overall project appear to be well planned and executed?
- Does the poster's design stimulate interest and discussion?
Poster Evaluation Proposed for the Forum (Medical Students)

- Are charts, images, and schematics well labeled?
- Is there consistency in formatting: justifying, boldfacing, table/figure dimensions, fonts, etc.
- Do the authors provide an adequate background or introduction of the research question?
- Is the project methodology appropriate to the project goals?
Poster Evaluation Proposed for the Forum (Medical Students)

- Is the methodology adequately and clearly outlined, yet concise?
- Can you easily grasp the conclusions?
- Is there a memorable “take-home” message?
- Does the presenter engage visitors and show enthusiasm?
Poster Evaluation Proposed for the Forum (Medical Students)

- Does the presenter demonstrate knowledge of the topic and answer questions clearly?
- Have the objectives been addressed?
Presenting

- List of References and Handouts
- Arrive Early
- Leave a Pen and Pad for Feedback
- Be Creative
Presenting

- Practice different lengths of your presentation.
- Be able to sum up major points in 2-3 sentences.
- Practice simplifying your poster.
- Anticipate questions and practice your responses.
- Dress to impress.
- Maintain eye contact.
Presenting

- Be enthusiastic and confident.
- Speak loud enough.
- Use pointers and hand motions to illustrate material on the poster.
- Use proper English.
- Summarize each section before moving on.
  - If people come after you have begun your spiel, welcome them and identify where you are by saying something like, “I was just explaining...”
Presenting

- Stand to the side of your poster.

- Determine the audience's understanding by saying, “Do I need to explain XXX further?”
  - Do not ask, “Do you understand?”

- Maintain professionalism.
  - Thank them for listening and be receptive of their feedback.
References

- www.training.nih.gov/careers/careercenter/publish.html
- http://www.ncsu.edu/project/posters/NewSite/60second.html
- http://www.owlnet.rice.edu/~cainproj/presenting.html
- http://colorschemedesigner.com/
WHICH IS MORE IMPORTANT: NUMBER OF PATCHES OR CONNECTIVITY?

Darin Kaliszak, PBS Student
darinkal/Documents/Scientific_papers/Number_of_Patches-vs-Connectivity.pdf

INTRODUCTION AND OBJECTIVES

The population consequences of both defended areas would benefit from a clear understanding of the effects of different connectivity strategies on the conservation status of species in the area. This study aims to compare the effects of various connectivity strategies on the survival of species in an area. The study will focus on the effects of connectivity on the survival of species in different areas. The study will compare the effects of connectivity on the survival of species in different areas.

THE ISSUE

A metapopulation is a collection of discrete populations, known as patches, which are connected by migration. The number of patches and the connectivity between them can affect the overall population size. The study will focus on the effects of connectivity on the survival of species in different areas.

THE PROGRAM

Assumptions and Limitations

- Additional migratory pathways were added to the model. The number of pathways can be increased by adding more pathways. The model can be used to study different scenarios.
- The initial population sizes were set to 100 individuals in each patch and 500 in the reserve.
- The model was run for 1000 generations, and the population size was recorded in each patch at the end of each generation.
- Pathways were added to the model, and the population sizes in each patch were recorded.

RESULTS

The model predicts that the population size will increase with the number of pathways. The model also predicts that the population size will decrease with the number of pathways. The model was run for 100 generations, and the population size was recorded in each patch at the end of each generation.

CONCLUSIONS

The model predicts that the population size will increase with the number of pathways. The model also predicts that the population size will decrease with the number of pathways. The model was run for 100 generations, and the population size was recorded in each patch at the end of each generation.