

How to design a poster—format

Title: “How to design an effective poster: Catching their eye in a crowded room!”

Objectives: Student will be able to:

- 1) limit poster data to most important
- 2) take home points specified in poster
- 3) construct figures, graphs and tables that convey data in the most succinct way
- 4) have clear conclusions
- 5) format the poster according to meeting instructions
- 6) know construction type, approximate cost, time needed
- 7) format poster for a large, relatively naive audience
- 8) provide access, knowledge, exposure for minority students who may lack previous experience
- 9) be aware of the newest software

Session format:

30 min power point presentation:

- show pix of poster hall with arrow showing one poster in the whole group
- a) why do a poster
- b) what are the elements of a good poster: info, you, audience
- c) characteristics of an effective presentation:
- d) what are the components of a poster: abstract, title, intro, very succinct methods, results, summary (optional), conclusion, acknowledgements
- e) all text should be in bullets, except abstract
- f) inform yourself about the meeting, audience, format instructions
- g) develop and construct poster
 - 1) design differences, examples
 - 2) must be able to be seen at least 6 feet away – 24 pt font for text other than title
 - 3) title 48 pt font – at least 2 inches high
 - 4) types of fonts: san serif, Tahoma, arial
 - 5) figure legends telling the point of the data—short as possible—bullets are better
 - 6) be cognizant of red/green color blindness

- 7) stick with one color scheme throughout – avoid “themes”, “cutesey”
 - 8) format shouldn’t detract from the science, should enhance it
 - 9) minimize institutional logo
 - 10) layout and spell check by hand before final printing
 - 11) have a roadmap to the layout for the reader
 - 12) carry the poster on the plane, do not check it
- h) know when the presentation time is and be there most of the time
- i) the poster should be self-explanatory because the poster will be up all day

30 min bad poster, critique, good poster

show “bad poster”: bad colors, small type, bad figures

2 hr poster layout session: bring a draft of a poster (hopefully their EB 2007 data) that they can work on during the breakout session

--can lay out on butcher paper and have final draft to take home

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“Ideas”

-- participants can submit posters ahead of time and mentors can critique them before they arrive at the session

-- avoid unnecessarily graphic pictures involving animals

-- when critiquing each others poster, the students should say 2 positive things before they say a negative thing.

Speakers/mentors: *speakers, otherwise names listed as mentors

Carol Leidtke*

Jane Reckelhoff*

Keith Jackson

Jim McMillen

Joan Lokoski*

Beth Fisher*

Kathryn Sandberg*

Christine Maric

Kim Barrett*

Robert Hester*

Joey Granger*

Greg Florant*

JR Haywood*

Greg Fink*
Ed Inscho*
Mike Brands*
Clinton Webb
Kathie Olsen – NSF*
Nat Pitts – NSF*
SACNAS poster judges
ABRCMS – Jim

Minority issues:

- 1) avoid cultural or ethnic themes
- 2) avoid culturally offensive themes
- 3) be sensitive to racial and gender issues in cohorts
- 4) cost—for minority institutions cost of “Panel” posters may be prohibitive

Materials needed:

- 1) laptops for each breakout group and 1 color printer for whole session
- 2) 2 poster boards/easel
- 3) 1-2 easels for writing
- 4) marker pens, paper, double sided tape, scissors, rulers, poster pins
- 5) butcher paper poster-size

Upload capabilities:

- 1) powerpoint
- 2) good/bad poster

Discussion board:

Blog

Make sure comments can be posted

Make sure mentors are willing to answer back

Resources:

www.kumc.edu/SAH/OTEd/jradl/Poster_Presentations/PstrStart/html

University of Pittsburgh Survival Skills website

Carol will send other links

Addl comments:

* Adjusting to different poster sizes

*Poster presentation sessions – structure and process