

Poster Message

A poster is a graphic display of your work. Posters are widely used in the academic community, and most conferences include poster presentations in their program. Research posters summarise information or research concisely and attractively to help publicise it and generate discussion. They should be able to identify your Big Question immediately.

The poster is usually a mixture of brief text mixed with tables, graphs, pictures, and other presentation formats. At a conference, the researcher stands by the poster display while other participants can come and view the presentation and interact with the author.

Poster presenters must be on hand with their posters during the session.

Design and Layout

There are no hard-and-fast rules for the sections in a poster. Here is a suggested list:

Title (with names of authors and affiliations)

- Introduction/Objectives/Aims/Problem/Goal
- Methods
- Results
- Conclusion
- References
- Acknowledgements
- Contact information (including QR code)

Note that poster content is arranged in columns on an invisible grid. Draw a storyboard; sketch out a possible arrangement of the sections, showing boxes for titles, text and graphics.

Put your research objective (the Big Question) in a prominent place. Typically, that place is the upper left of a poster, where a reader's eyes will land first.

Use graphics to convey most information. If you can't explain your research graphically, you don't have a poster. Keep text to a minimum. A typical poster contains about 1,000 words, or 250 per section. Let the graphics do the talking. Captions must convey much information. Give titles to graphs that explain what the viewer should understand from the graph.

Keep all elements of a section close to one another, and place captions close to their graphics. Leave space between sections so that the viewer can make sense of the graphics and their corresponding captions.

Fonts

Titles should be large enough to read from 10-15 feet. Captions should be clear at four feet. One design guideline proven to be effective is a sans-serif font for titles and headings, and serif fonts for text and captions. Use the same sans-serif font for titles and headings, and use the same serif font for text and captions. Text should be justified (aligned) left. Use italics or bold for emphasis. Do not underline or use all caps.

An example of effective font choice and size:

Title = 100 pt bold sans serif font (Arial)

Section Headings = 48 pt bold sans serif font (Arial)

Body Text = 28 pt serif font (Times New Roman)

Captions = 24 pt serif font (Times New Roman)

Color

Dark text on a light background is easiest to read. If you have a very dark background, use large, bold white text. Be very careful about this option because the text will look much less defined in the printed version than when viewed on a computer. Avoid color-on-color, especially bright hues. Keep backgrounds simple. If you want to use a photo, choose “Watermark” to make it light and unobtrusive. Choose a simple color scheme with only two or three related colors. Change colors on graphs and figures in a way that they complement the background color.

Writing: Style Guides

Follow academic style guide for punctuation and formatting of your proposal and program note. Use style guides from your discipline for the text of the poster.

Title

The title of your poster should match the title you used on your proposal.

- Keep the poster title to fewer than 12 words. Put important words first. Leave out unnecessary words.
- Keep your title formal; be wary of making claims that the data doesn't support.

It is customary in the title section to put a logo from your institution and any other institution where you worked; the conference at which the poster is presented; and any sponsoring agency. Full names of the authors and their affiliated institutions are listed directly below the title.

Objective / Introduction

Give context for your work by stating what's already known about the topic. Then show how your question fits into that framework and seeks to expand or explain some aspect of it.

Methods Section

Keep the methods section minimal. Consider using a graphic of the steps or a bulleted list.

Results Section

Organize the data. A table is much better than a list, but use a bulleted list if appropriate. Don't forget to put units on everything. Results sections typically have very little text.

Conclusions Section

Explicitly state what you found in your research. Note its significance. Focus on the larger picture. Directly address the question you proposed in the introduction, using the same terminology and phrasing. Graphs work particularly well here. Recommend how your results might be used, and explain how they've added to the knowledge base in your field. Indicate how they answer a vexing problem; evaluate how well the results answered your question; show how they lead to other areas of study; give an idea of what new questions they open up. Never indicate that further study is required unless you have a specific plan for the next step.

References Section

Keep your list of references short (three to five entries). Use small type (16 pt) if the list must be long. Use whatever style guide your field normally uses for references.

Acknowledgments Section

Acknowledge the people who contributed directly to the work. Thank your sponsor. Acknowledge any funding you received. If you worked off-campus, acknowledge that group. Keep the section to 50 words.

Contact Information Section

Include your full name and address. Use your institutional address, not your personal address. Provide the URL of your department's home page if you do not have one of your own.

QR Code

A QR (Quick Response) code is often put in the lower right-hand corner of the poster with other contact information. You do not have to use a QR code, but it adds a level of professionalism to your work.

Further guidelines

<https://ugs.utexas.edu/our/poster>

<http://www.personal.psu.edu/drs18/postershow/>

https://www.posternerd.com/tutorials/scientific-poster-parts?signs_redirect