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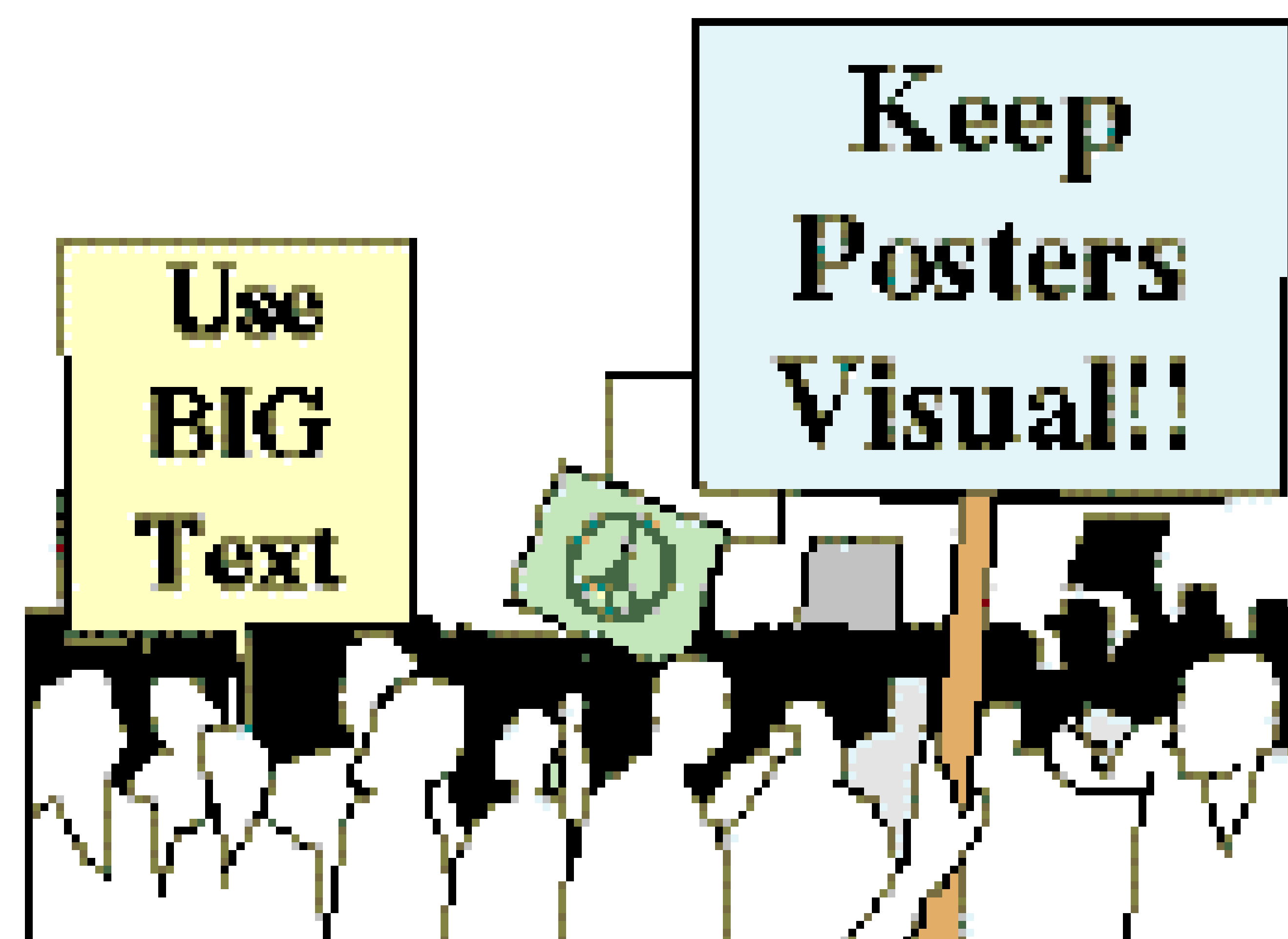


Creating a Scientific Poster

An effective poster is...

- **Focused-** have a single message
- **Graphic-** use graphs and images to tell the story
- **Ordered-** keeps the sequence well ordered and obvious

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Making your message accessible to a diverse audience

Create your poster considering three different categories of audience. People in...

- Your field of specialization
- Fields closely related to yours
- Unrelated fields

To satisfy the different types of audiences you should...

- Provide context for your work (Why is your research important)
- Use plain language
- Avoid jargon and acryonyms
- Interpret you findings

Planning

Consider message, space, budget, format, and deadline.

- What is the message?
 - State your main point(s) and conclusion(s) clearly and succinctly
 - All visuals and text should relate to message
- How much room?
 - Poster size is 48" X 36"
 - What do you need, what can you leave out?
 - How to organize

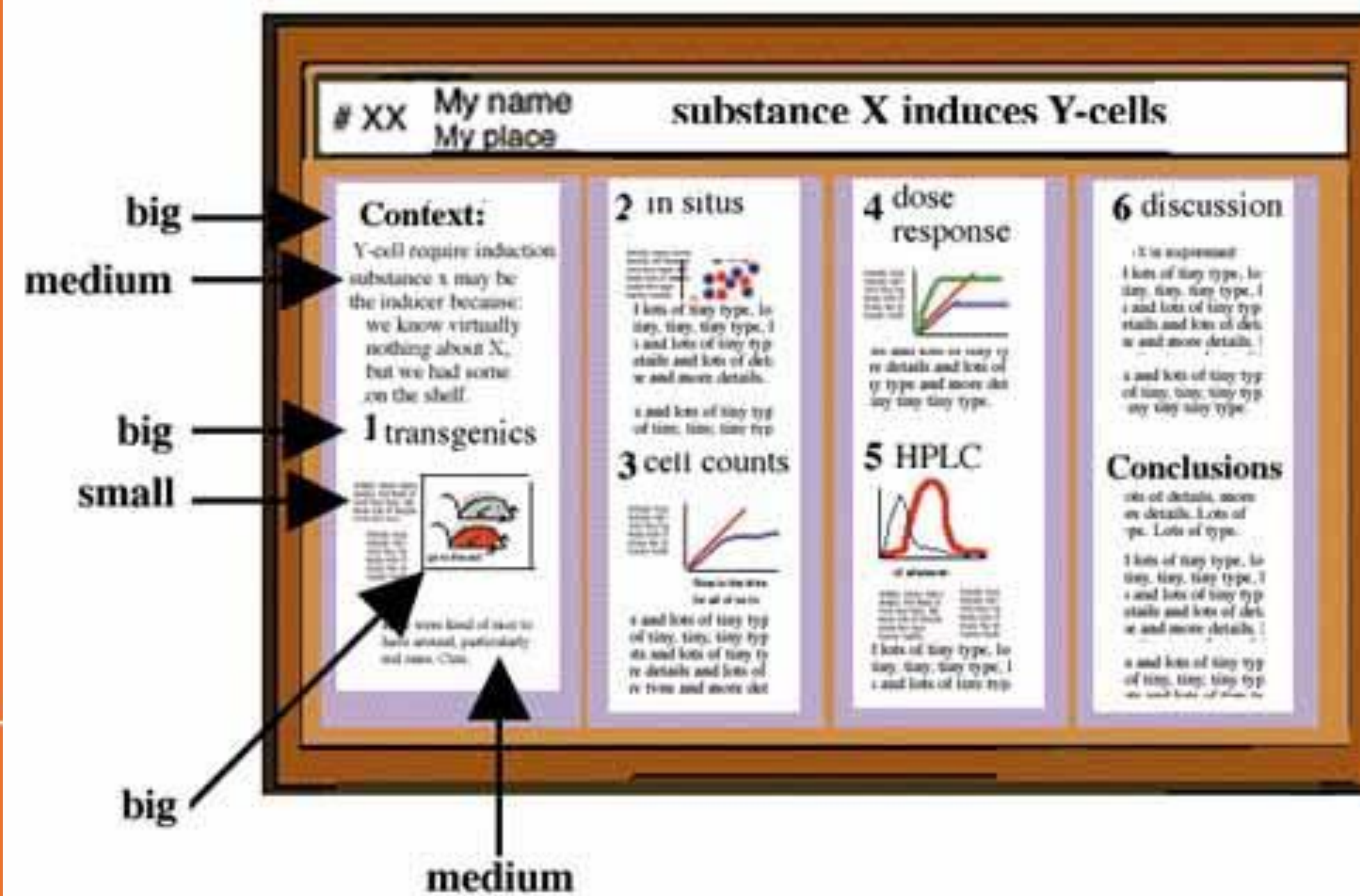
Layout

Your poster should...

- Use visual grammar (guide readers to important parts of your poster)
- Use column format
- Use organization cues
- Use “reader gravity” (pulls eye from top to bottom and left to right)
- Use heading intelligently
- Balance placement of text and graphics
- Use white space creatively

Visual Grammar-

graphic hierarchy that helps readers identify the most important parts of your poster



Do...

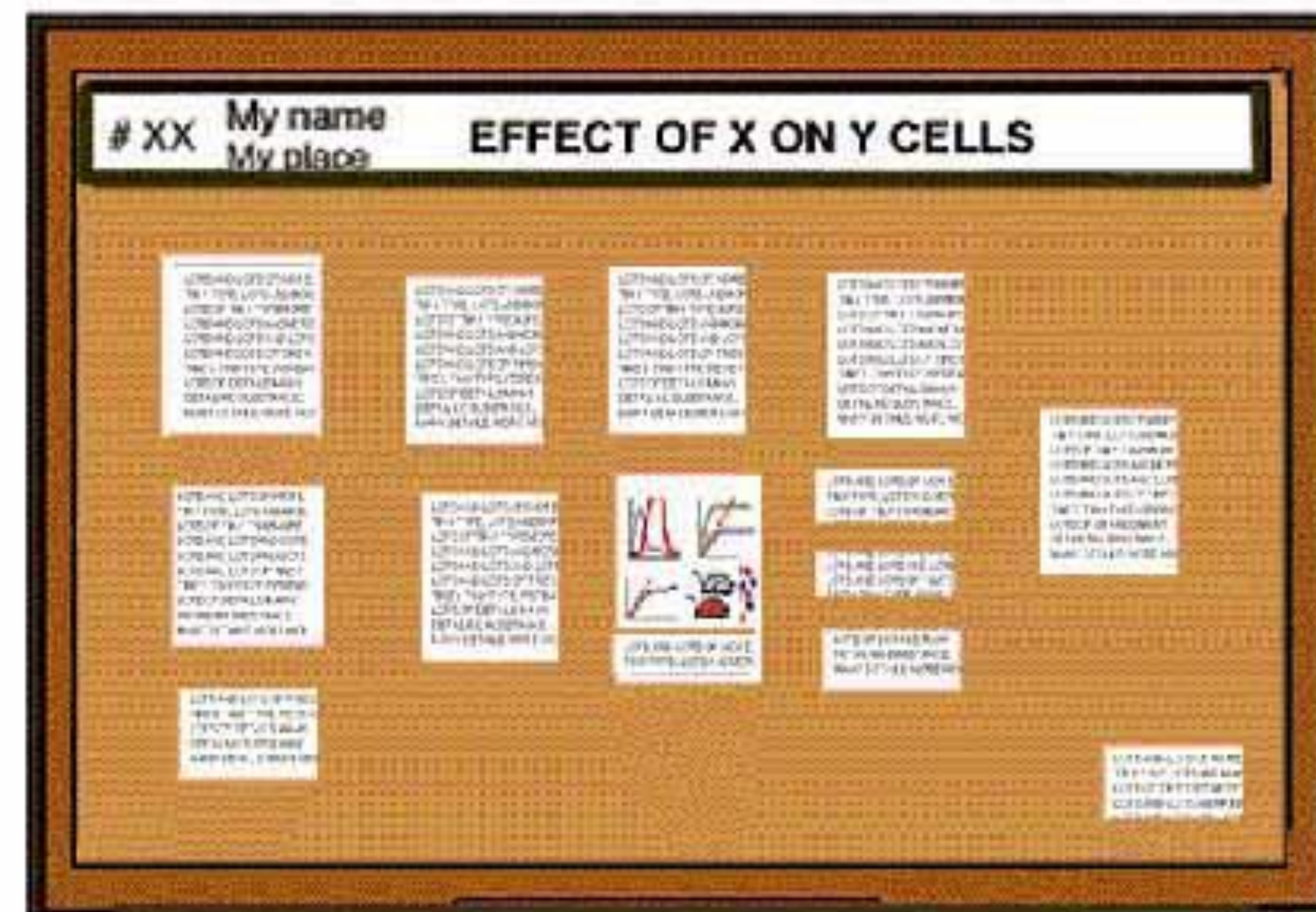
- Make important information larger (use type size proportional to importance)
- Show don't tell
- Use simple figures and graph, which should dominate the poster visually
- Make graphics large enough to be visible from 1 meter away

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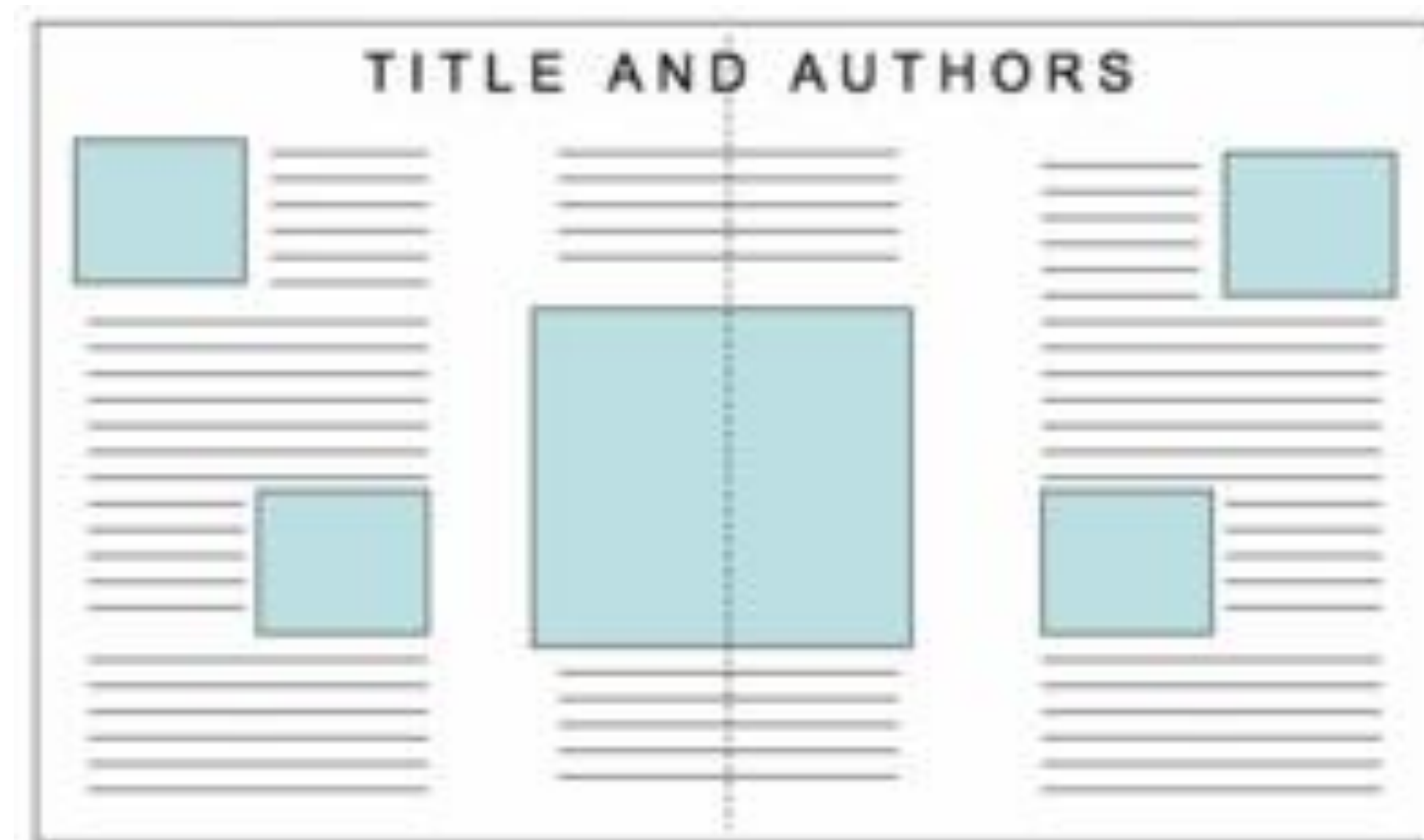
Don't...

- Use too much text
- Use 12 point font for everything
- Include every detail
- Use difficult hard to understand graphics
- Use small graphics

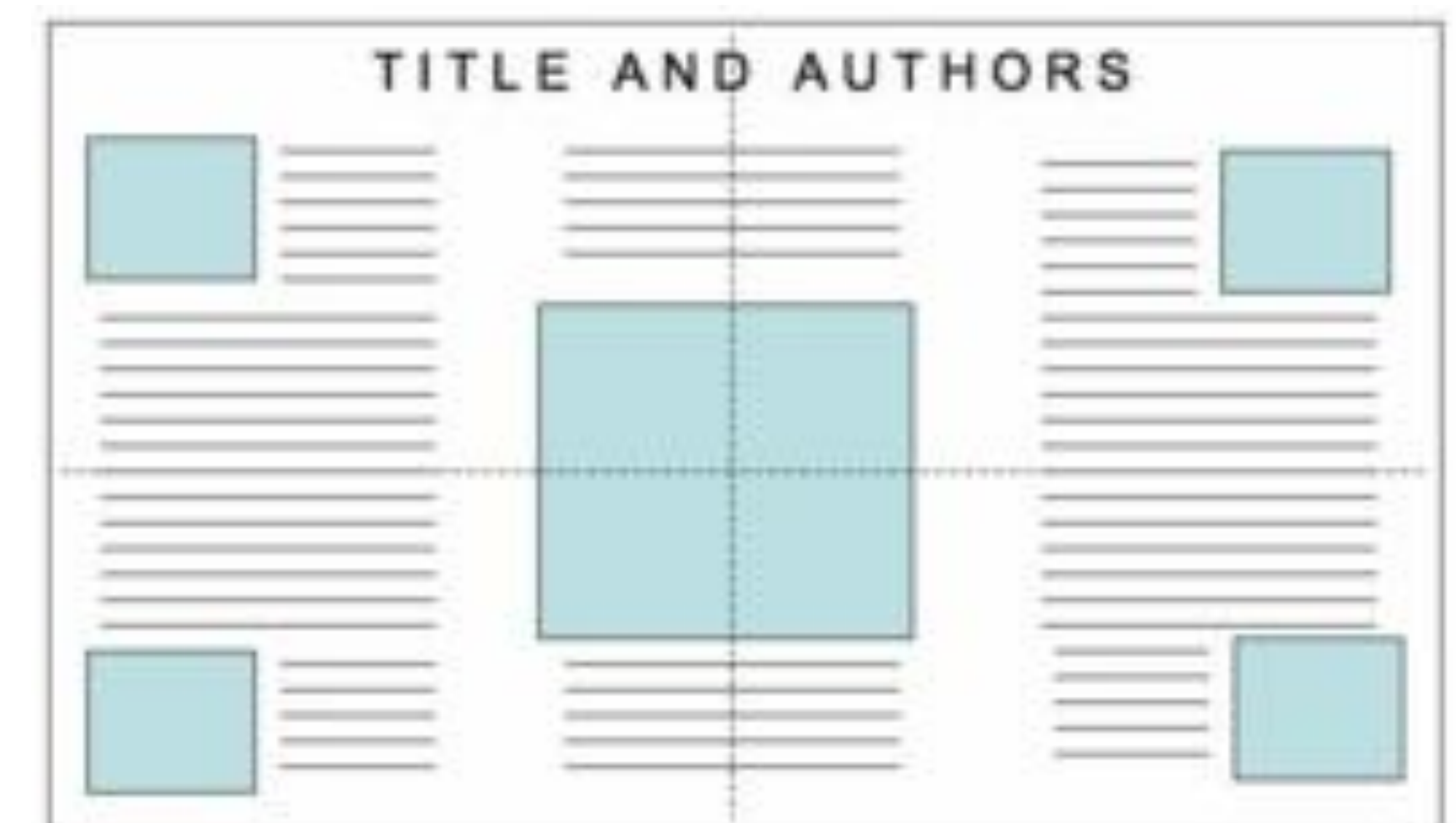


Balance and White Space-

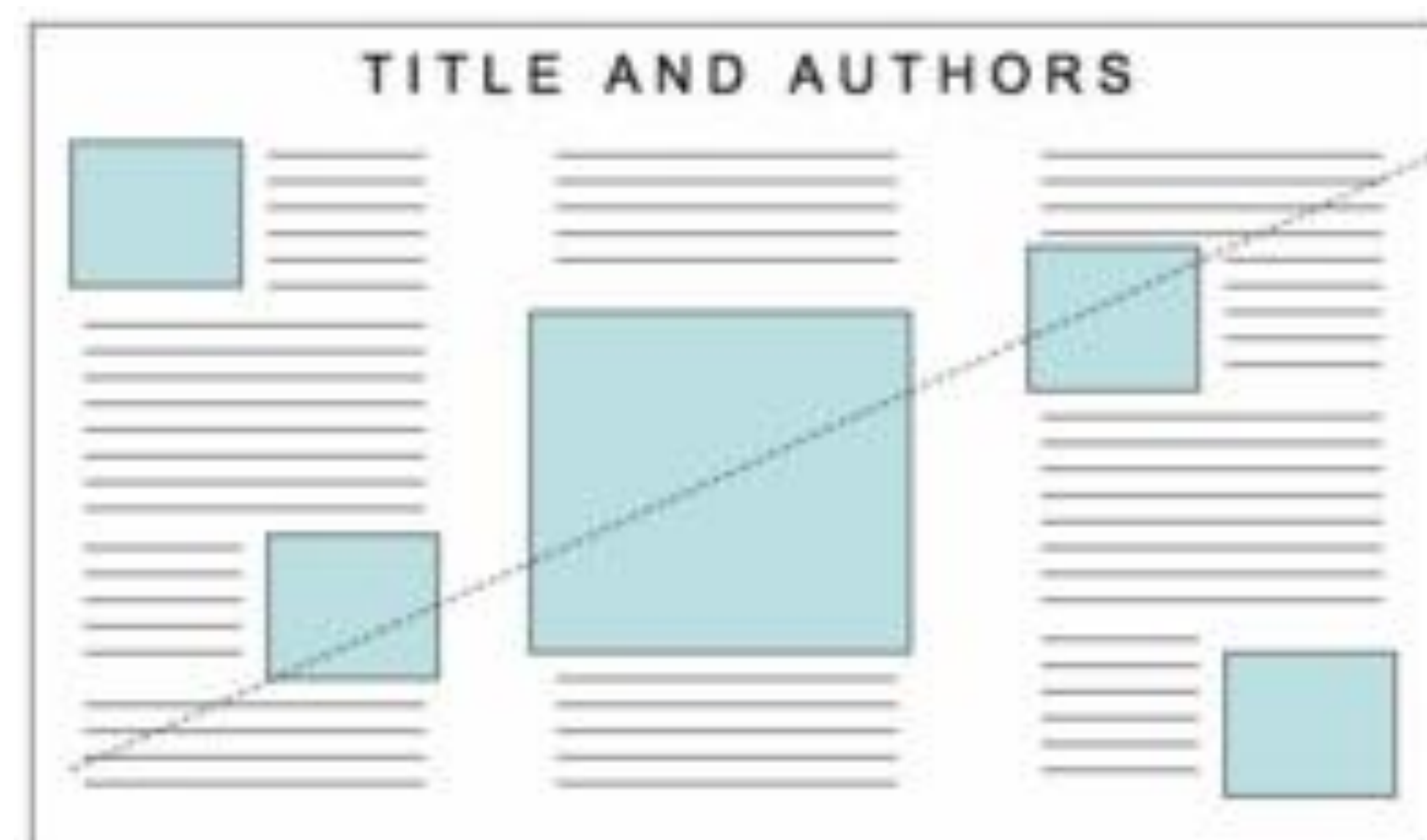
Posters should have a good visual balance of figures and text, separated by white space. Balance occurs when images and text are reflected (approximately) along the axis of symmetry which is across a central horizontal, vertical, or diagonal axis.



Horizontal Symmetry



Horizontal & Vertical Symmetry



Diagonal Symmetry



Asymmetry



Headings-

Title, section titles, and figure captions

Headings Should:

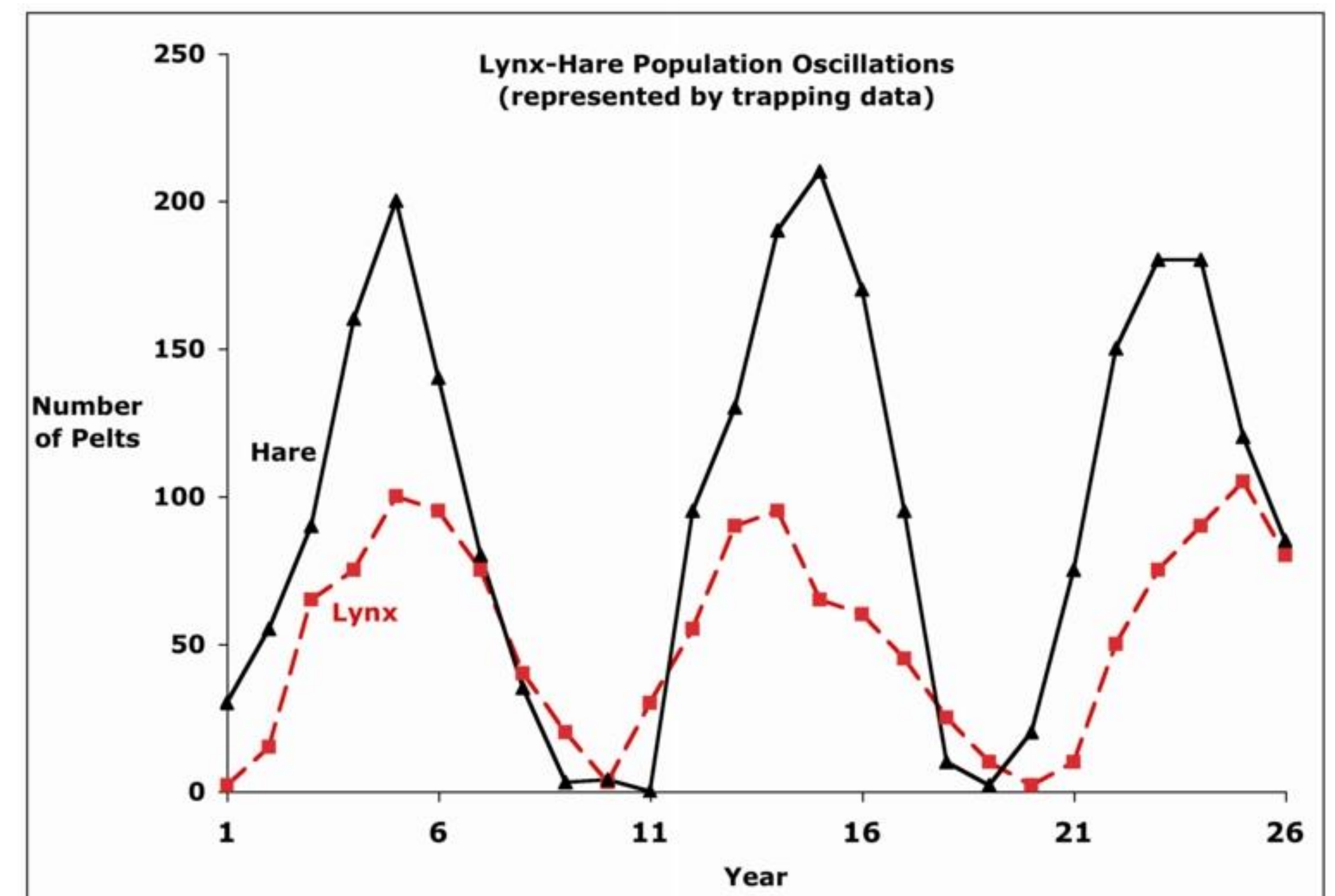
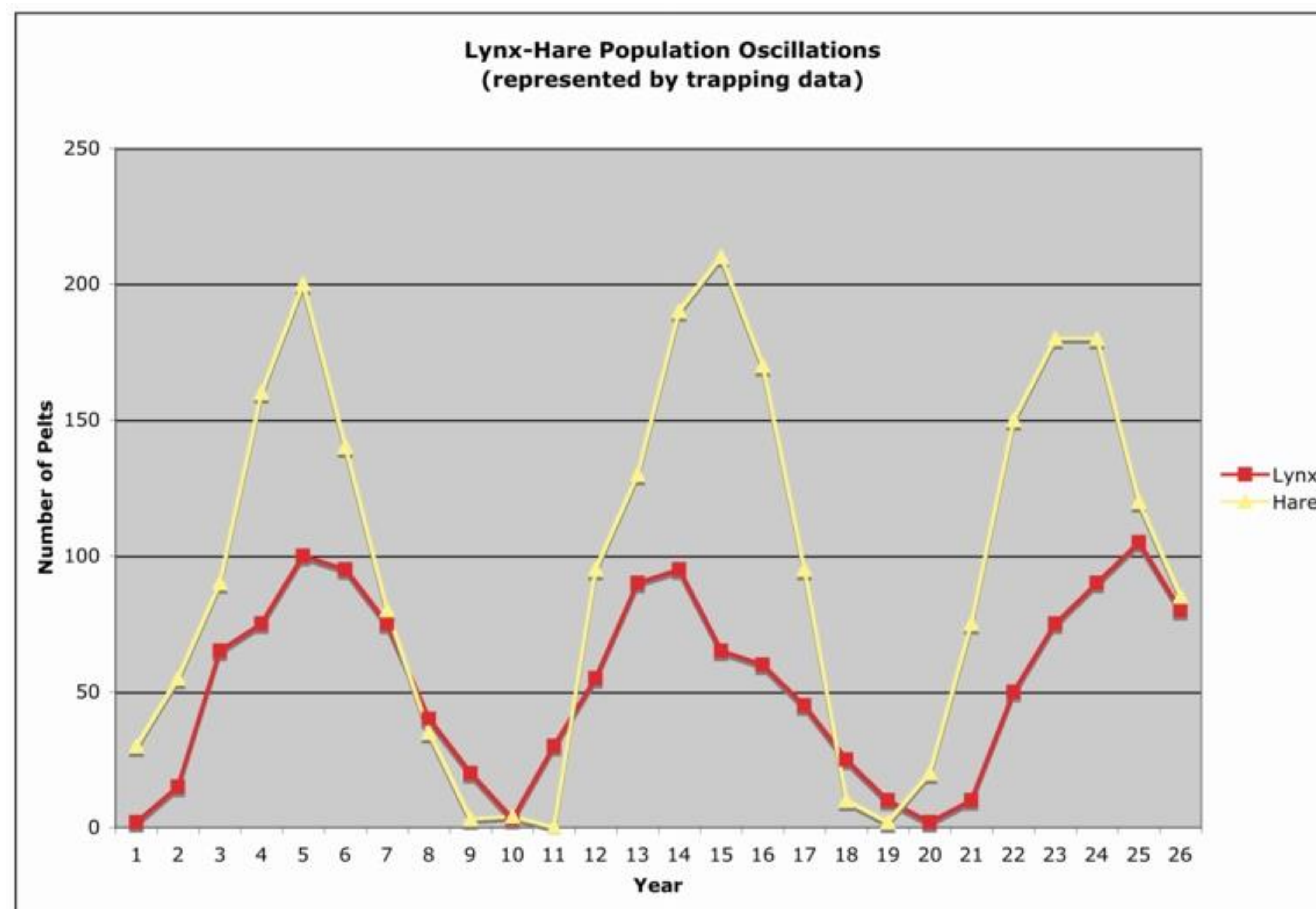
- Summarize- should deliver main points
- Organize- helps move reader through poster
- Be Hierarchical- once again the more important the larger the type
- Be Bold- makes the strongest statements your research allows

Graphics

Graphics (graphs, illustrations, photos, and figures) are the centerpiece of your poster.

- Good graphs communicate relationships quickly
- Graphs should be simple and clean
- Write explanations in figure captions not elsewhere in poster
- Make sure text is visible (ie. graph title, axis titles, and labels)

Which graph and why?

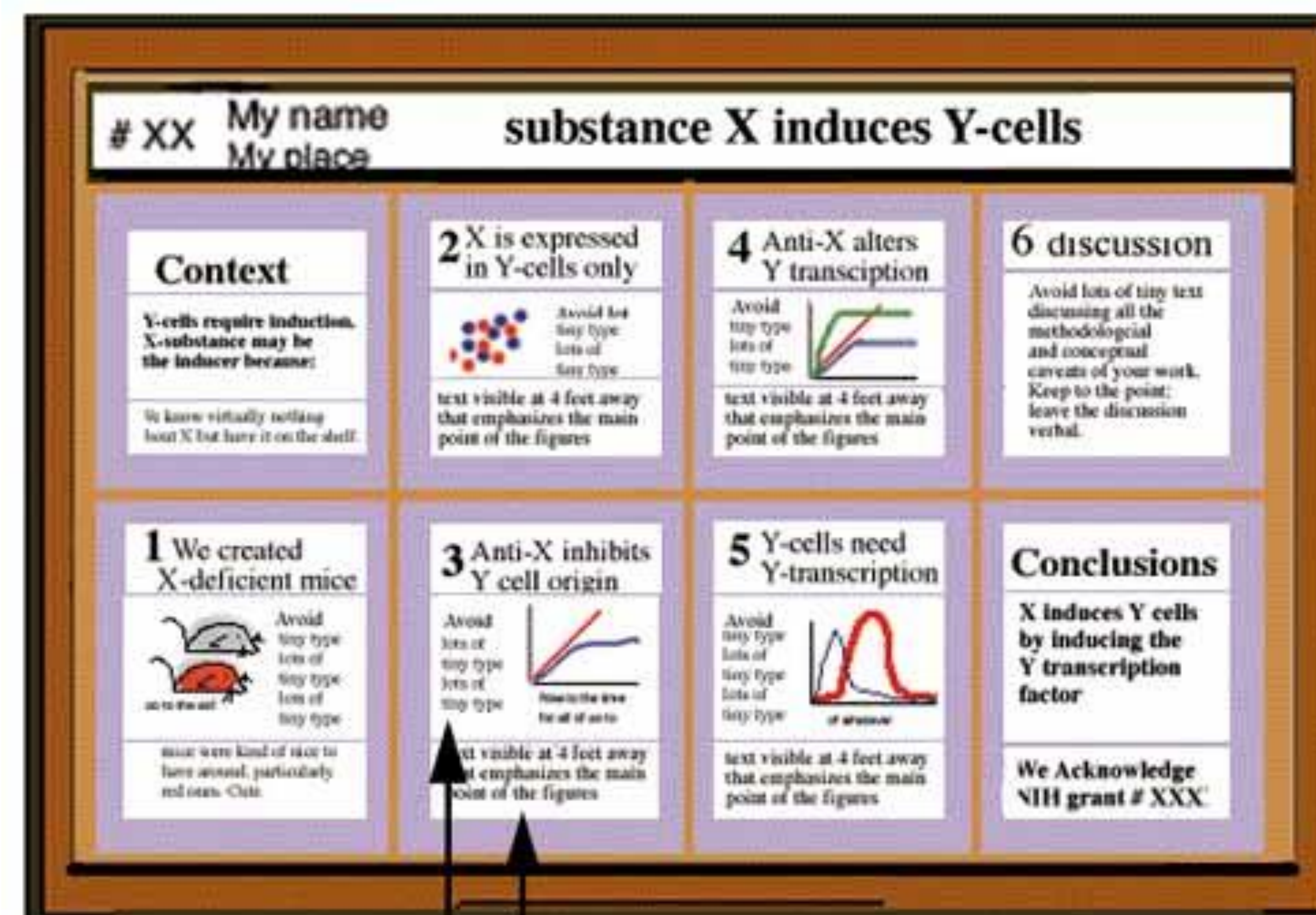


Text

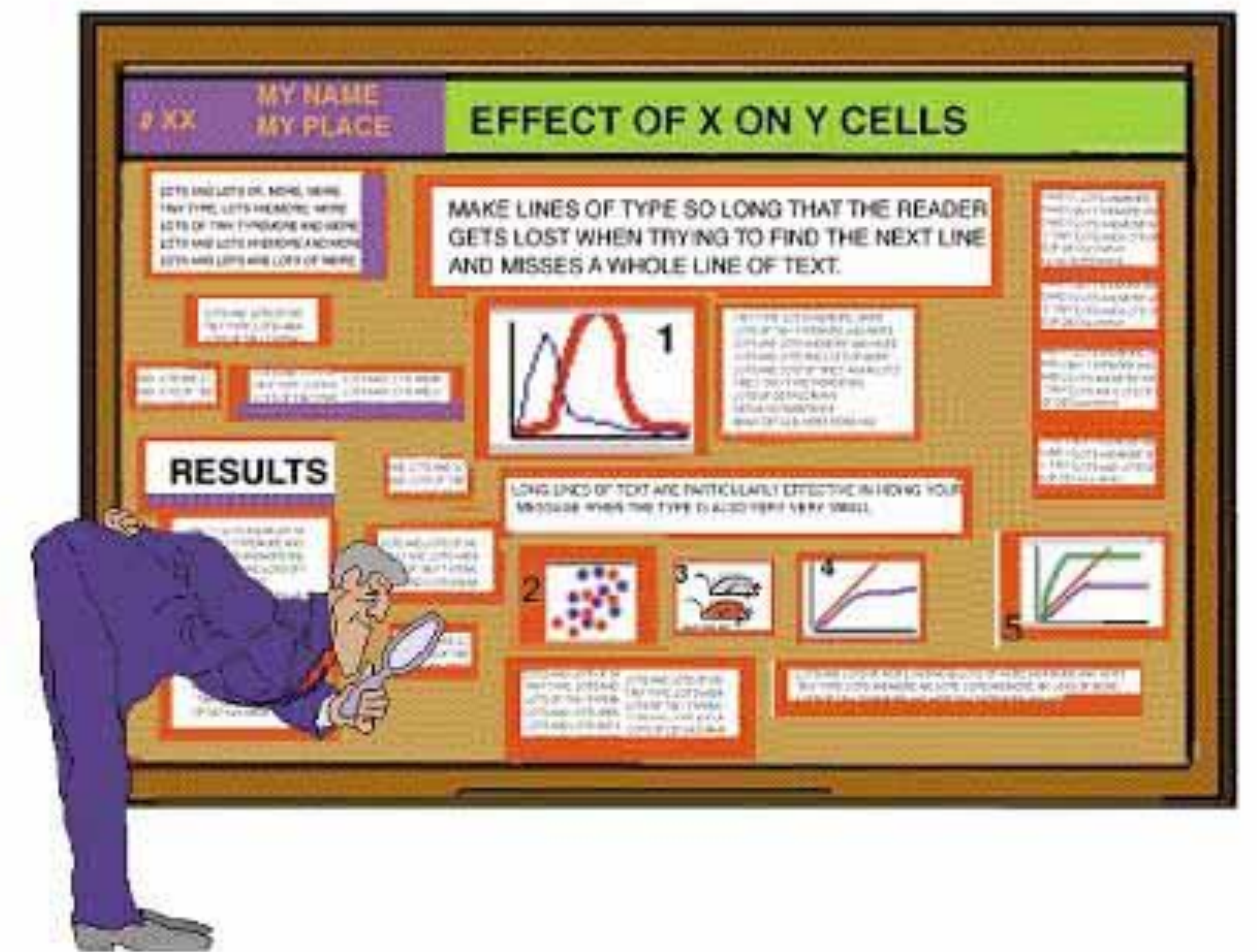
Make text simple, direct, and large.

- Minimize text
- Keep text elements to 50 words or less
- Use phrases instead of full sentences
- Use active voice
- Left-justify text
- Text should be at least 24 point is text, 36 for heading

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Text is readable at a distance



Color

Use color for attention, organization, and emphasis

- Light background and dark colors (easiest to read)
- Stick to a theme of 2 or 3 colors to not overload and confuse viewers
- Use colors in a consistent pattern
- Bright colors attract attention but wear out readers' eyes

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Light on dark	Dark on light
Light on dark	Dark on light

YOUR TITLE GOES HERE

Your name, Your mentor's name
University of Miami

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Introduction

Text goes here. Provide a little background information, set up your problem, and make sure to state your hypothesis.

- ❖ These can be bullet points
- ❖ Another bullet point
- ❖ Another bullet point

The outlines of these three text boxes can be removed by clicking on the margin of the box, selecting "Format Text Box", then select the "Colors and Lines" tab of the dialog box, and finally under "Line – Color" select "No line".

Methods

- ❖ These can be bullet points
- ❖ Another bullet point
- ❖ Another bullet point

Results

Insert labeled tables and figures.

Conclusions

- ❖ These can be bullet points
- ❖ Another bullet point
- ❖ Another bullet point

Acknowledgments

Text goes here. Acknowledge those who helped you.