Pointers on Poster Design

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Motivation: Why give a poster?
Share your science
- Find people with similar interests
- Solicit ideas
- Troubleshoot

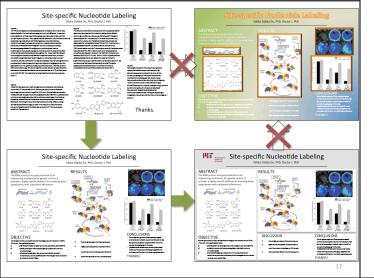**Message**: Giving a poster is about communicating a scientific outcome(s), not what you did and when.

Audiences evaluate, consecutively:
- title,
- layout and figures,
- full text and your audio,

but have a number of other posters they also want to see.

Your audience is also *heterogeneous* in its exposure to and comfort with your scientific work.
- Provide enough background for an unfamiliar fellow scientist to follow along.
  → *No unexplained acronyms!*
- Include enough details and insight to engage experts in your field.

Sections to Include

- Title
- Authors, affiliations
- Project motivation
- Experimental approach
- Results, outcomes
- Interpretation of outcomes
- Conclusions and future work
- Acknowledgements and funding

Optimize: Maximize the clarity of your message, minimize unnecessary distraction.

Do:
- Minimize text, especially paragraphs.
- Include plenty of white space to break up sections.
- Carefully, cleanly align margins and borders.
- Use attractive colors sparsely. (colorschemer.com/online is useful)
- Maximize your use of graphics.
- Practice giving the presentation.
- Adapt to your audience during session – infer when somebody only wants to hear a 2min overview, or when they want every last detail.

Don't:
- Cut and copy blocks of text from a paper
- Have irregularly aligned blocks of text/data
- OD on bright colors.
- Use an alphabet soup of acronyms without spelling them out.
- Think your poster has to be an ad for a wildly successful experiment – things that didn't work are also useful to know.
- Use unnecessary formatting (e.g., needlessly 3D bar graphs)
- Use tiny text – think about reading it from 6ft.