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.

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.