

Scientific Posters – some guidelines

SACNAS-IU 2014

1. What is a poster and why should I present one?
 - a. What: Large piece of paper used as the point of meeting for you to attract an audience to share a message about your scientific research
 - b. Why: Organizing your results into a story helps you critically evaluate it
 - c. Why: Convenient format to communicate your results to others in your field

2. Contents
 - a. Title, authors, introduction, data sections, conclusions, and references
 - b. Less text is better, be concise and descriptive
 - c. Use images and graphics whenever possible

3. Layout and formatting
 - a. Size: make everything including text large (smallest 18 pt)
 - b. Colors: use a professional palette, avoid colors that are difficult to distinguish (<http://aspnetresources.com/tools/colorBlindness>)
 - c. Text: opinions differ between serif or sans serif, use no more than 3 fonts

4. Additional tips
 - a. Start early, send drafts to your mentors and peers for feedback
 - b. Print it out on 8.5x11" paper for proofreading, consider handing this out at meetings
 - c. Print a full-size poster and leave it with a pile of sticky notes and sharpies for people to leave anonymous feedback
 - d. Leave a business card with your poster when you aren't there
 - e. Review a judging criteria rubric to help you know if you've forgotten anything

RESOURCES:

1. Colin Purrington site (comprehensive and humorous, definitely recommended):
<http://colinpurrington.com/tips/academic/posterdesign>
2. Quick list of tips from The Scientist:
<http://www.the-scientist.com/?articles.view/articleNo/31071/title/Poster-Perfect/>
3. PLoS 10 Simple Rules for a Good Poster:
<http://www.ploscollections.org/article/info%3Adoi%2F10.1371%2Fjournal.pcbi.0030102>
4. Pimp my poster feedback group:
<https://www.flickr.com/groups/pimpmyposter/>
5. Short examples on style:
<https://science.nichd.nih.gov/confluence/display/~jonasnic/Elements+of+Style>
6. An entire blog dedicated to poster topics:
<http://betterposters.blogspot.com/>