

Poster

Úvod do rešeršní
a výzkumné činnosti II
LS 2008/2009

Presentation x Poster

- new presenters can be nervous about speaking in front of large groups
- more time with the audience, time for many questions



Poster
= a *visual* communications tool

An effective poster is ...

- Focused**
 - Focused on a single message
- Graphic**
 - Lets graphs and images tell the story; uses text sparingly
- Ordered**
 - Keeps the sequence well-ordered and obvious
- Relevant to audience**
- Demonstrates enthusiasm**

An effective poster

operates on multiple levels ...

- source of information
- conversation starter
- advertisement of your work
- summary of your work

Studies show that you have only 11 seconds to grab and retain your audience's attention

A Poster Uses Visual Grammar

- It is not just a standard research paper stuck to a board!
- It shows, not tells.
 - avoids visual chaos, with many jagged edges or various-sized boards
 - visible from 1-2 meter away
- It displays the essential content in the title, main headings and graphics.

Ineffective posters suffer

from easy-to-fix problems, including ...

- objective(s) and main point(s) hard to find
- text too small
- poor graphics
- poor organization



Steps and aspects of poster creation

- Abstract submitting
- Planning
- Focus
- Layout
- Headings
- Graphics
- Text
- Colors
- Editing
- Software

Creating an effective posters requires planning, art, science, and attention to detail.

Planning



- What's my message?



- How much room do I have?



- How much money do I have?



- What milestones should I establish?



- Who is my audience?

READ THE INSTRUCTIONS supplied by organizers!

Suggested schedule.

- 0 Present poster
- -1 week Final print
- -1 week Make changes suggested by peers
- -1 week Distribute draft for peer review (round 2)
- -2 weeks Make changes suggested by peers
- -2 weeks Distribute draft for peer review (round 1)
- -3 weeks Edit your draft ruthlessly
- -3 weeks Create first draft of poster
- -4 weeks Plan out poster on scratch paper
- -4 weeks Define message and write an abstract

Preparing a poster will take as much time as you let it. Allocate your time wisely.

Focus

Simple messages are more memorable.

- Create a mock-up poster focused on your main message.
- Ask yourself which details are *absolutely essential* for conveying your message.
- Omit anything that is not essential.
- Edit text carefully – simplify verbiage, reduce sentence complexity.
- Use standard scientific procedure (IMRaD)

Do this ...

- Remove all but the most essential information about your methods.
- State your results with headings, and focus on results and conclusions.
- Convince viewers (potential employers) that you are a thoughtful, results-oriented researcher.

and do not this:

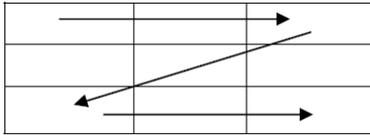
- Identify every detail of your methods, just in case you're not in front of your poster when someone comes by.

Layout

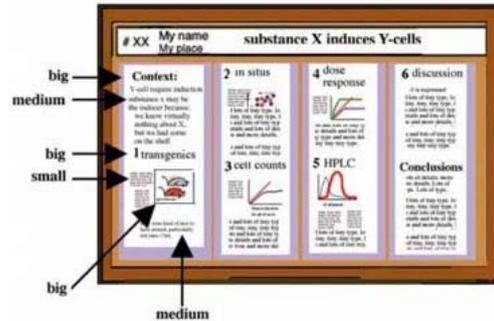
- use a visual grammar
- use a column format
- use organization cues
 - *a large format poster*
 - *a multiple panel poster*
- use "reader gravity"
 - *portrait or landscape*
- use headings intelligently
- balance the placement of text and graphics
- use white space creatively

Layout – the “Rule of Thirds”

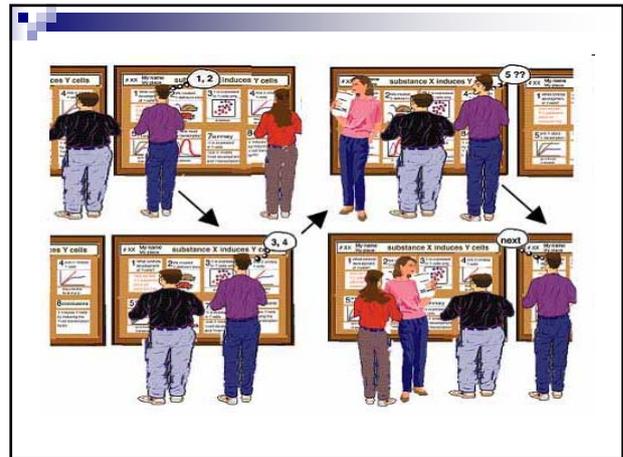
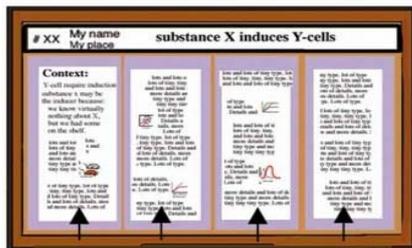
- poster can be divided into nine equal segments
- audience’s eye should travel from the top to the bottom in a Z pattern



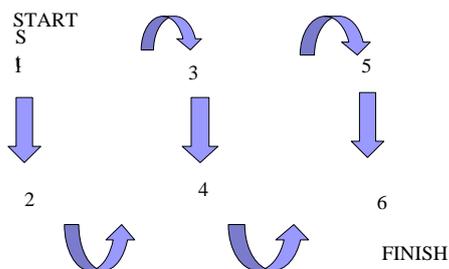
Layout – Visual grammar



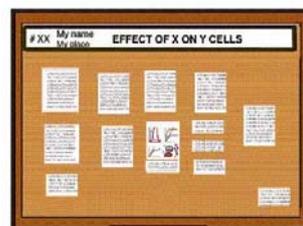
Layout – Columnar format

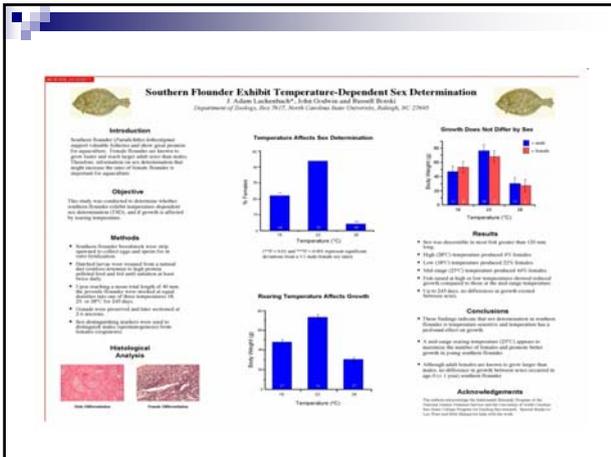


Layout – “Reader gravity”



Poor layout

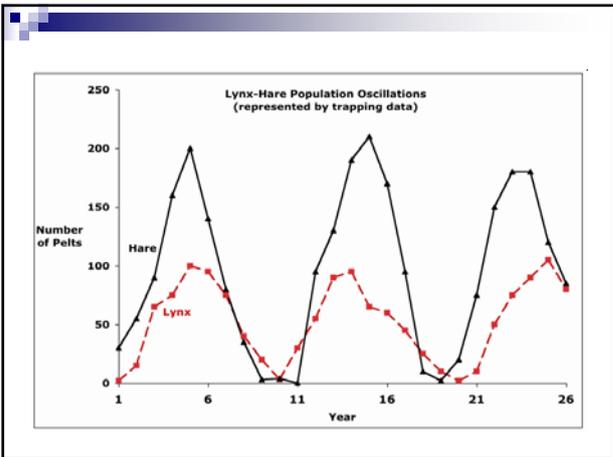
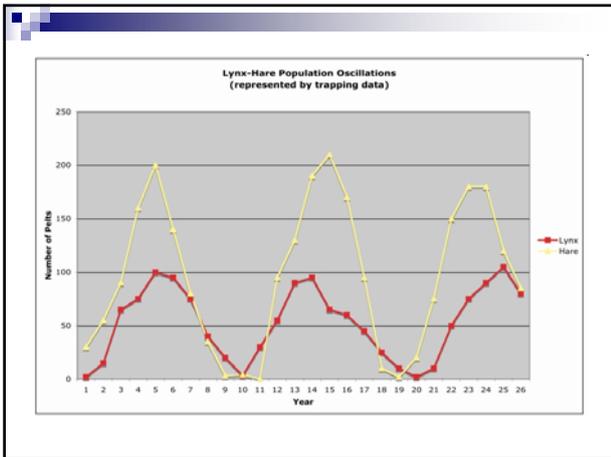




Graphics

Simple, clean graphics communicate *relationships* quickly.

- Use simple 2-dimensional line graphs, bar charts, pie charts.
- Avoid 3-dimensional graphs unless you're displaying 3-dimensional data
 - Many 3-D graphs are difficult to interpret, choose carefully!
- Text on graphs must follow same guidelines as all other text so that it will be visible.
- Use photos that help deliver your message.
- Use spot art to attract attention.
 - But not too much!



Text

should be **simple, direct, and large**.

- Minimize text – use images and graphs instead.
- Keep text elements to 50 words or fewer.
- Use phrases rather than full sentences.
- Use an active voice.
- Avoid jargon (depends somewhat on [audience](#)).
- Left-justify text; avoid centering and right-justifying text.
- Use a serif font (e.g., Times) for most text – easier to read.
- Sans-serif font (e.g., Helvetica) OK for titles and headings
- Text should be **at least 24 point** in text, 36 for headings.
- Pay attention to text size in figures – it must also be large.

XX My name substance X induces Y-cells My place

Context Y-cells require substance X. Substance X acts by the following mechanism: <small>It is known that substance X binds to the receptor.</small>	2 X is expressed in Y-cells only <small>Avoid too many text boxes. Use a serif font. Text is visible at a fast away that emphasizes the main point of the figures.</small>	4 Anti-X alters Y-transcription <small>Avoid too many text boxes. Use a serif font. Text is visible at a fast away that emphasizes the main point of the figures.</small>	6 discussion <small>Avoid lots of tiny text discussing all the methodological and experimental events of your work. Keep to the point. Highlight the discussion point.</small>
1 We created X-deficient mice <small>Avoid too many text boxes. Use a serif font. Text is visible at a fast away that emphasizes the main point of the figures.</small>	3 Anti-X inhibits Y-cell origin <small>Avoid too many text boxes. Use a serif font. Text is visible at a fast away that emphasizes the main point of the figures.</small>	5 Y-cells need Y-transcription <small>Avoid too many text boxes. Use a serif font. Text is visible at a fast away that emphasizes the main point of the figures.</small>	Conclusions X induces Y cells by inducing the Y transcription factor We Acknowledge NIH grant # XXX

Text is readable at a distance

Software

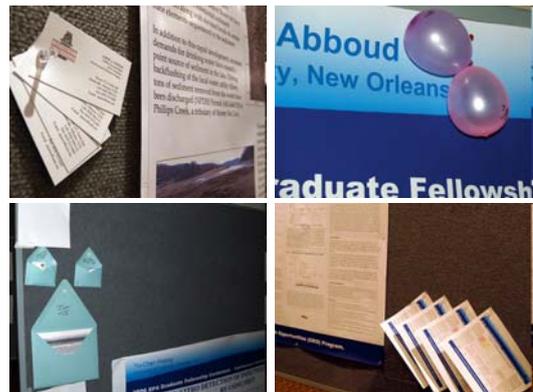
- PowerPoint
- OpenOffice
- Corel Draw, Adobe Illustrator, Adobe InDesign
- GIMP
- grafy – MS Excel
- fotografie
 - Corel Photopaint,
 - Adobe Photoshop,
 - XN View
- Adobe Acrobat

Before presentation

- Take the poster when you leave home / hotel.
- Make a back up copy of the poster! Remember to include all the necessary data and figures.
- Don't leave your poster unattended anywhere.
- Many posters from drier climates warped & wrinkled in the humidity
- Be aware that most inks used by large-format printers are water-based
 - Laminate the poster after it is printed

Before presentation

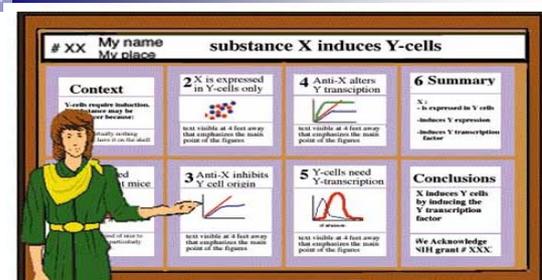
- Arrive early at the display site.
- Unless you're confident the organizers will have proper supplies, bring a poster hanging kit with you.
- Hang your poster square and neat.
- You want people to remember you and your work!
 - Bring copies of a handout for your readers.
 - Put handouts, business cards, reprints nearby - on a table or in an envelope hung with the poster.
- Consider leaving a pen and pad inviting comments from viewers.



Presentation

- Dress appropriately, wear a name tag.
- Remember to go to the restroom ahead of time and bring a water bottle with you.
- Make sure you're at your poster during your assigned presentation time.
- Restock supplies periodically, if poster is up for a long time.

Enjoy Presenting Your Poster!



Use the graphics on your poster to support conversations with colleagues.

Rewards

Participating with a poster in a scientific meeting is a good investment in your professional development!

- Provides exposure for you and your data
- Brings feedback from the experts

Reference

- Hess, G.R., K. Tosney, and L. Liegel. 2006. Creating Effective Poster Presentations.
<http://www.ncsu.edu/project/posters>, visited 21. 4. 2009
- Effective Presentations
<http://www.kumc.edu/SAH/OTEd/jradel/effective.html>
- HOW TO MAKE A GREAT POSTER
<http://www.aspb.org/EDUCATION/poster.cfm>
- Writing and Presenting a Scientific Poster
<http://www.the-aps.org/careers/careers1/GradProf/qposter.htm>
- Creating Anthropology Conference Posters: A Guide for Beginners
<http://www.aaanet.org/meetings/upload/How-to-Create-Anthropology-Posters.pdf>
- Tips for Paper/Poster Presentations
http://www.psichi.org/conventions/presentation_tips.aspx#Poster