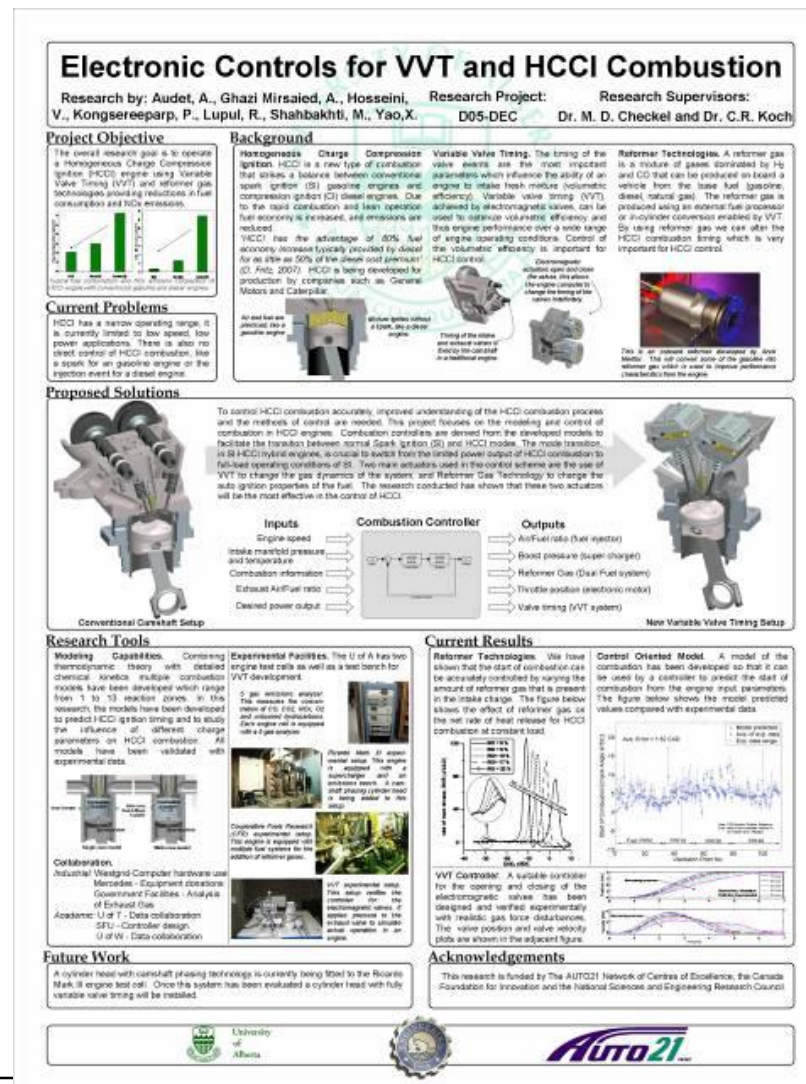


Tips for a great scientific poster



Too much information?



Too boring?



[illegible]

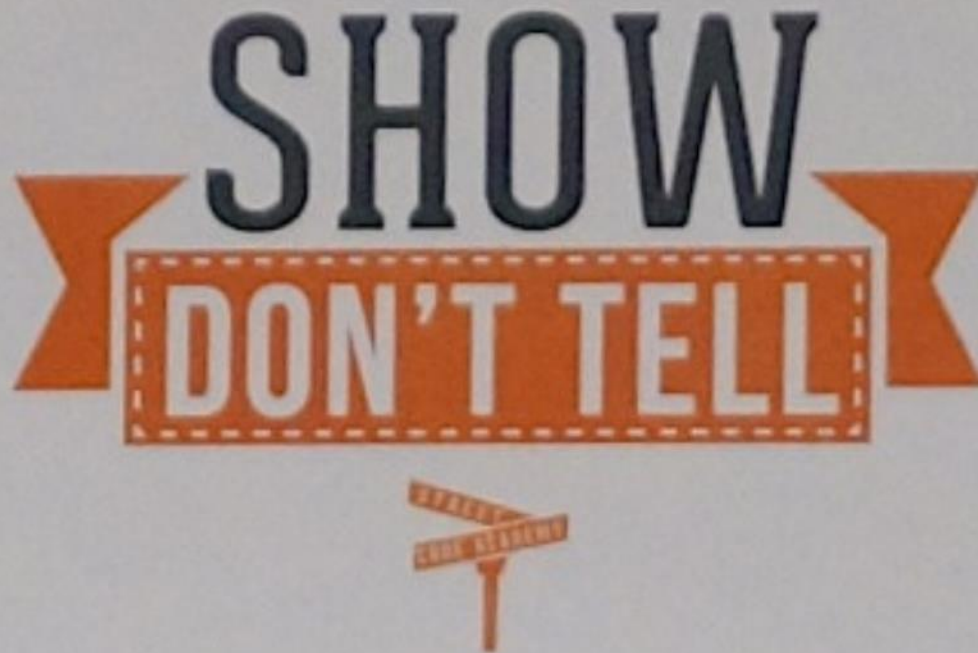
In general, posters serve as ...

- a source of information
 - a conversation starter
 - a summary of your work
 - an advertisement of your work
-
- “Think of your poster as an illustrated abstract”

Hess, 2014

- The main goal of your RP poster is to advertise your research. Excite us!
- Use your poster to support the main insights and contributions of your research.

What do you need to show?



1. Title
2. The main question
3. Research method
4. The most important results
5. Conclusions
6. Full contact information. You want to be found – the reader should not have to look up anything to find you

- The main point of the poster has to be understandable without a presenter. While you are busy explaining your poster, another viewer who just walks in should be able to understand the key idea without your help.
- A single block has a single topic. A modular block in your poster has a title to scope the topic. It has a concluding phrase that makes the main point of the topic.

- Define terms. Do not assume the audience will know specific symbols/terms/abbreviations. Use a defined symbol/term consistently and uniquely. All terms in an equation should be explained
- Less is more. Every word/figure/image should have an explicit reason to exist. Do this test: Can I safely remove it yes or no? Nittygritty details should be in the paper not in the poster. Show just enough so a reader can follow, no more. Do not overwhelm, do not try to be complete with all details.

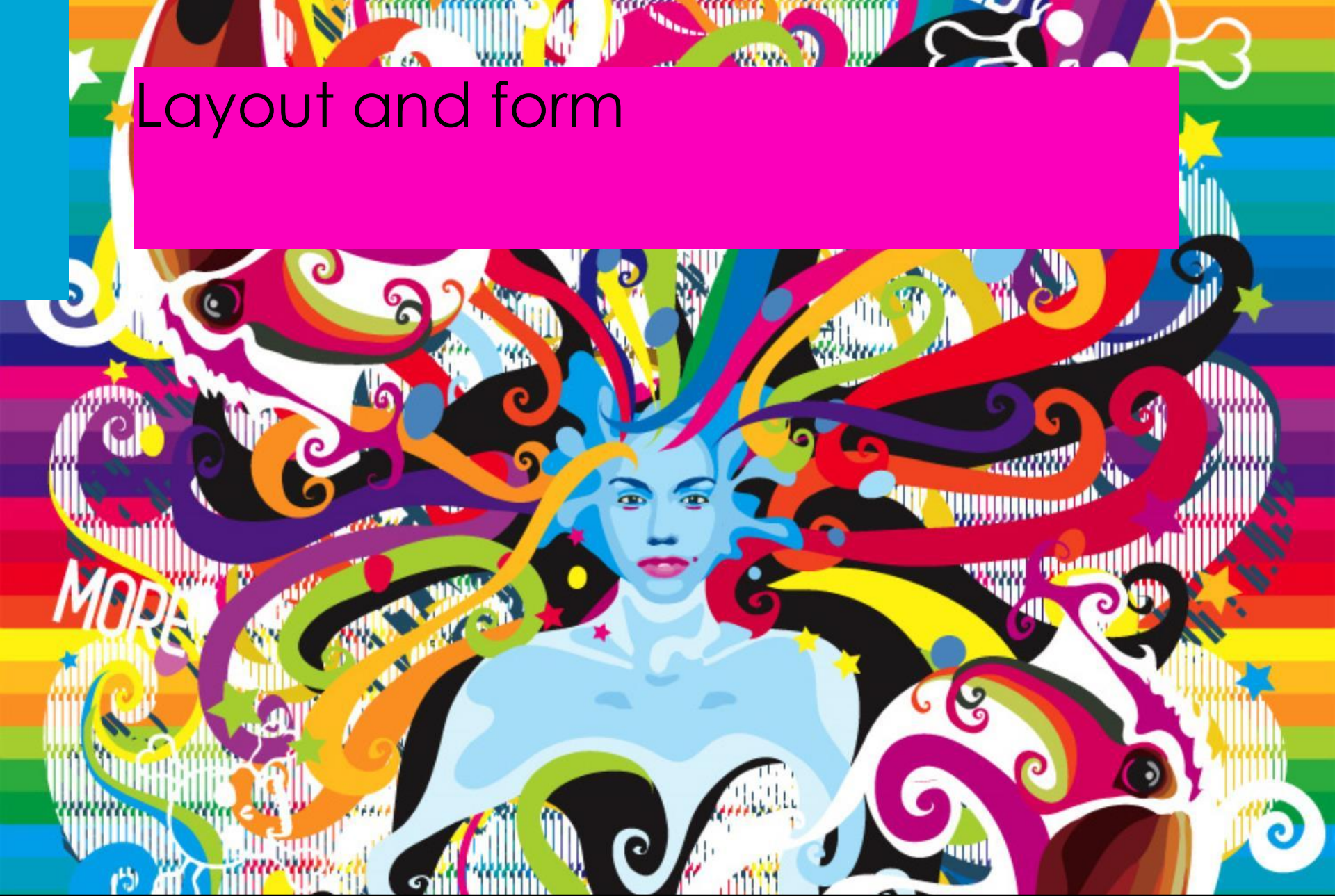
- If you present experiments, note that every experiment starts with a question. Write the question on the poster. The experiment should answer that question. Write the answer on the poster.
- Limitations. If applicable: What are limitations of your method? No method will always be the best. Showing insight where it fails is strong. The goal of research is understanding.

Keep your audience in mind



- Think about: who is your audience? What will attract their attention?
- Audience: You may assume that the audience you will present your poster to has a bachelor in Computer Science and is already a bit familiar with the work.

★ Layout and form



- Make explicit how you wish your poster to be read, eg. use numbers to show reading order.
- Good layout eases the viewer's effort. Be consistent. Keep some white-space, don't scare people away with an avalanche of tekst/details.

- Do not write long sentences. Use bullet points with one phrase per point. There is no need for complete sentences with a subject, a verb, etc.
- Draw attention. Make your poster visually stand out from all others. The goal is to advertise.
- Figures have a title so that the viewer can directly see what is shown. Label all axis, show the units on the axis, use a legend with clear differences between entries and. Do not use too thin lines or too small of a font. Always add the conclusion you would like the viewer to draw.
- Use colour but be careful. Stick to two-three different colours.



Show the cohesion

Show the cohesion

1. Use lines and arrows to show how the parts are related
2. Use numbers if needed
3. Use figures and tables
4. Give the figures and the tables clear titles
5. Use legends

References:

- Frontpage: <https://www.flickr.com/photos/brianauer/2402882692>
- Goal: <https://www.flickr.com/photos/angietorres/4564135455/in/>
- Show: <https://www.flickr.com/photos/4nitsirk/14707997759/>
- Audience: <https://www.flickr.com/photos/jesuspresley/6922073675/>
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