Guidelines for Posters

PowerPoint (if familiar: InDesign, Illustrator, Photoshop, and similar)

Content

- 1. Write down all of your content first either in Word, or on separate slides in PowerPoint
- 2. Title & Authors
 - a. Select a title that effectively and succinctly communicates the topic and significance of your project while retaining a professional tone.
 - b. First thing people look at
 - c. Let people know what your poster is about in one brief sentence
- 3. Body
 - a. Use short, declarative sentences to explain what you found and why it matters.
 - i. Use bullet points when possible
 - ii. Be simple and clear (nothing too specific); don't repeat yourself
 - b. <u>Abstract</u> /Introduction- succinct summary of your research project; keep it short and simple
 - i. Background & existing literature review
 - ii. Your research question a clear statement about the problem you are trying to solve or have investigated
 - c. Methods a brief description; (few sentences only)
 - Use visual aids to summarize information (sometimes text is not even necessary)
 - ii. If someone wants more info, they'll ask
 - d. Results The outcomes of the research?(If your research is in progress, report your preliminary results)
 - i. Use graphs Let the data speak for itself
 - ii. Label graphs properly, but avoid unnecessary grid lines, labels, keys and other extraneous information that undermine your main message
 - iii. More on how to make graphs
- 4. Discussion/ Conclusion
 - a. brief summary of your main results (the main take-away message)
 - b. broader implications of your research and/or findings (if applicable)
 - c. (Future directions? Any unanswered questions?)
- References
 - a. You have to cite just like in any article (APA format)
- 6. Contact Information

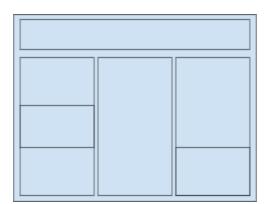
More info on general writing guidelines (journal articles)

Organization

- 1. Draw an outline separate the sections in columns left to right (not top-bottom rows) (on paper first, then PPT)
 - a. Title
 - b. Abstract
 - c. Introduction
 - d. Methods
 - e. Results
 - f. Figures
 - g. References
- 2. Set the appropriate size in the beginning
 - a. max. dimensions are 4x4ft. (48in) but you probably don't want it to be a square
 - b. 36x48, 24x36, (22x30) some standard measures
 - c. In Powerpoint Design> Slide Size> PageSetup > Custom (Set width and height)
- 3. Clear organizational structure and logical flow
 - a. Make sure the sections are clear and simple
- 4. Aim for symmetry
- 5. Leave some space (margins) between elements more white space>better
- 6. Visually communicate your main take-away message
 - a. The bigger and more central something is, the more your viewers will notice it.
- 7. *This is just an example adjust it to fit your needs

Design and formatting

- 1. Colors keep it simple
 - a. Choose 2-3 colors that stand out and stick with them
 - i. If you choose more than 2 colors keep it in a logical pattern each color should have a purpose (be consistent)
 - b. Dark text on white/bright background- always!
 - c. Background should be a simple bright solid color or white! (no patterns, images, etc)
- 2. Text be consistent
 - a. Same font and size throughout each section
 - b. Can use bullet points
 - c. Helvetica, Times New Roman, Trebuchet, and Century Gothic. Sans serif fonts (e.g. Helvetica) usually work a little better than serif fonts
 - d. Always go for the bigger font if possible
 - i. Body text should be ideally 30-40pt
 - ii. The minimum text size for a poster is 20 pt
 - iii. Headings should be between 40 and 60 pt
 - iv. The poster title should be over 70 pt (-100pt)
 - v. References section can and should be smaller
- 3. Graphs & Figures
 - a. Scaling consistency



- b. Using Excel to make graphs [link]
- c. Labeling axes with units of measurement, a legend, a title, and use consistent colors

Presentation

- 1. Fast and clear description of your work
- 2. Keep in mind there will be some people outside of your field so use the words that people will understand (nothing too technical)
- 3. Be able to answer specific questions from judges (that is not written) be familiar with your work
- 4. Should be able to summarize in 2-5 minutes (max. 10 allowed and 2 minutes for questions from the judges)

Main points to keep in mind:

- 1. Simple
- 2. Clear
- 3. Professional
- 4. Consistent

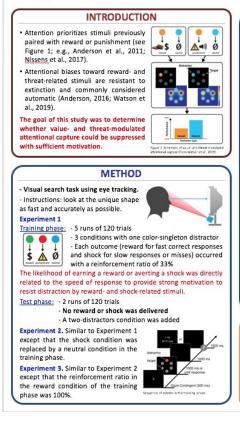
Example 1:

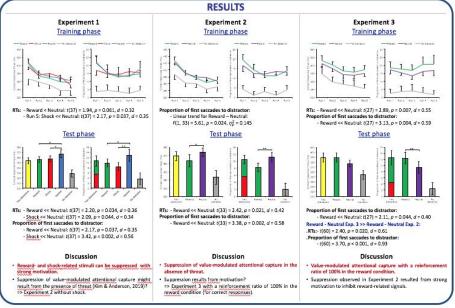


Motivated suppression of the value- and threat-modulated attentional capture



Laurent Grégoire, Mark K. Britton, and Brian A. Anderson Texas A&M University, Department of Psychological and Brain Sciences





GENERAL DISCUSSION

- > Signals for reward and threat can be actively suppressed when task contingencies strongly encourage participants to resist attentional capture.
- > Suppression of value-modulated attentional capture did not result from the presence of threat (Experiment 2).
- > Attentional capture by reward- and threat-associated stimuli is not obligatory.

REFERENCES

- Author 1, 4, 2001. The secret is not to be easily comply upon interests and secret in the secret in

- Sections
- Eye-catching main message
- A lot of info in a small space
- Good for people that need more text (who's not comfortable verbally explaining a lot)
- Bigger visuals, less text? find a balance

Example 2:

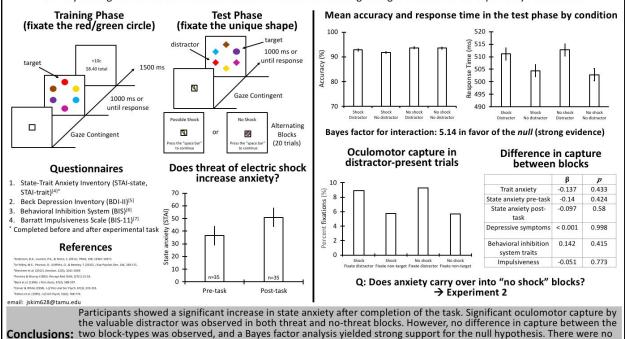


Value-Driven Attentional Capture Under Threat of Shock





Both reward learning and fear conditioning have been shown to influence attention to predictive cues^[1-3]. We hypothesized that the processing of current threat should influence the attention capturing quality of reward cues. Here, we induced fear and anxiety through the threat of electric shock and measured resulting changes in oculomotor capture by reward cues.



correlations between the difference in capture between blocks and a variety of anxiety measures assessed via questionnaires. Our findings support the idea that brain systems for value and threat influence attention independently.

- Great visuals
- No color
- (No clear headings / sections for Intro, Methods, Results...)
- Little text
- Good if you know what you're talking about/ if you're comfortable with talking a lot
- Not good for people that need guidelines/talking points written out (who's not comfortable presenting orally)

https://ugs.utexas.edu/our/poster/samples,https://www.muhlenberg.edu/academics/psychology/posterpresentation/,https://www.apa.org/gradpsych/2011/01/poster