

# Scientific Posters

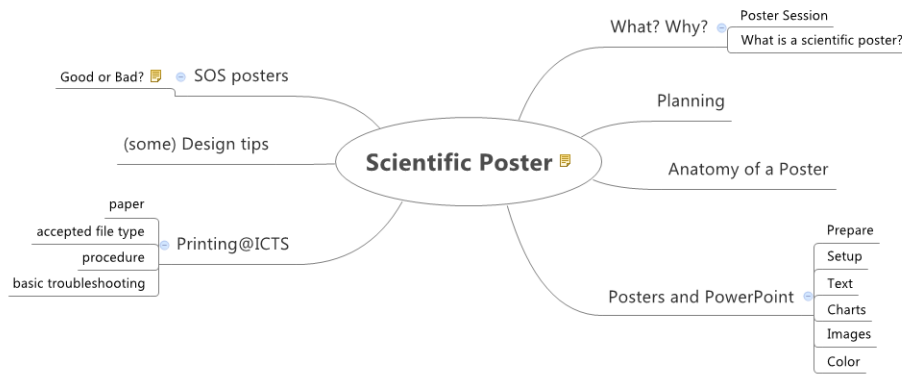
## Introduction

## Objectives

- Scientific / Academic / Research / Conference Poster
- How to make a Scientific Poster?
  - Not much research on design of Scientific Poster
  - Based on common / good practices
- Create posters that are:
  - Readable
  - Informative
    - *Template posters*
- Use PowerPoint to create them
- Get them printed

*A good poster can't make up for bad research,  
but a bad poster can make good research hard to recognize!*

[www.waspacgrant.org/for\\_students/student\\_internships/wsgc\\_internships/posterdesign.html](http://www.waspacgrant.org/for_students/student_internships/wsgc_internships/posterdesign.html)



## Poster session? Scientific poster?

*“Criticism and testing are of the essence of our work.  
This means that science is a fundamentally social activity,  
which implies that it depends on good communication.”*

-Hermann Bondi - Quoted by Robert A. Day in How to Write  
& Publish a Scientific Paper. The Oryx Press (1998) p. ix.

## Spectrum



Written Word  
*Article, book, blog,  
etc.*



Poster  
Presentation



Verbal  
presentation  
*Talk, keynote, etc*



## Poster session: definition

- Definition educause (<http://www.educause.edu/>):

*Poster sessions are **informal, drop-in sessions** that allow presenters to share their (campus) experiences with colleagues on a **one-to-one** basis. Poster presenters should be prepared to provide a **brief verbal explanation** of their experiences or applications that may be illustrated through a set of **visuals** attached to a large bulletin board or via laptops/screens, etc.*

- Other important elements:
  - **Location**
  - **Poster stand**

## Scientific poster: definition/purpose

- A scientific poster is a method of **professional communication** that **visually** tells the **comprehensive**, but **condensed**, **story** of a research project. While a poster can be **effective alone**, a presenter at a planned gathering enhances the poster by **engaging** interested visitors in **dialogues** that:
  - explain the research,
  - expand the provided information, and
  - ensure the visitor leaves with the desired takeaway message about the project.  
(<http://cse.ksu.edu/files/cse/CSE%20Symposium%20PosterPresentation%202011.pdf>)
- The **purpose** of a **poster presentation** is to **create rapid, concise & visual communication of research**. (Hofmann, A. H. *Scientific writing and communication: papers, proposals, and presentations*; Oxford University Press: New York, 2010; pp 499-515)

## Scientific poster: definition

- A poster is a **snapshot** of your research. It is neither as detailed as an article nor as brief as an abstract. The goal is provide **enough** information so that a detailed discussion can be carried out based on it, yet remain **short** enough that someone can scan the poster in a few minutes and understand what your research is about.

<http://library.mtroyal.ca/c.php?g=436471&p=2975480>

# Scientific poster?

- **Initiate**

- A poster is a conversation starter, a **communication tool** has useful information to point to during conversation

- **Networking tool**

- Opens up **discussion**

- Source of information

- **Spread your ideas**
- Summary / advertisement of your work
- Poster must be **intriguing** and **straightforward**

# Scientific poster?

- **Draw attention**

- Ad for a project, research, ...
- A few seconds to capture the attention
  - <https://www.nngroup.com/articles/how-long-do-users-stay-on-web-pages/>
- Eye catching

- Communicate **effectively**

- 3~5 min to get your message across
- Audience is walking (talking, eating, ..)
- Get the message across to as many people as possible



## Scientific poster?

- Timing
  - Talk: 15 min
  - Poster 5 min



Zen Faulkes  
@DoctorZen

...

Poll! What's the average time you **WANT** to spend talking to a presenter at a conference poster?



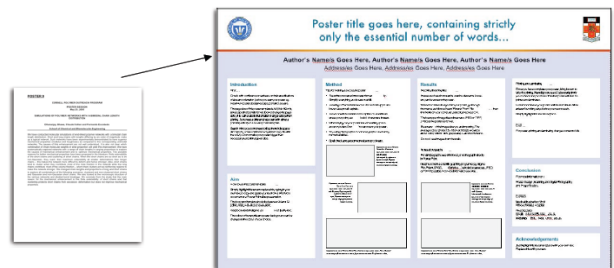
289 votes · Final results

## Scientific poster?

- **Large**: to be viewed from a distance
  - Will be photographed
- Is **hybrid** form of communication
  - Not a paper
  - Not an oral presentation
- **Stand on its own** and **backup your talk**
- **Synchronous**:
  - all the information is viewed at once
  - Scan from title to conclusions

# Scientific poster?

- **Visual** communication: think graphically, not in words
  - Legible
  - Comprehensible (even without extra explanation)
  - Concise
  - Organized
  - Has something to say
  - Focused
- **Visual Abstract**



<http://www.cns.cornell.edu/documents/ScientificPosters.pdf>

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# Scientific poster?

- No poster design can be optimal for every viewer
- No last minute changes possible
  - The print is final
  - vs Talk: last minute changes are possible
- Talk vs Poster
  - Type of project
  - Size of conference
  - Presenter's comfort level

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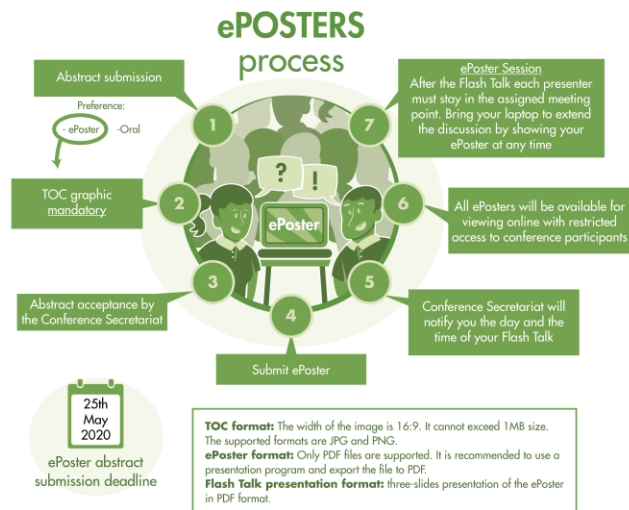
# Traditional poster vs ePoster

- Traditional poster
  - Printed on paper
  - Recent development: printing on canvas
- ePoster
  - ePoster is the digital version of traditional posters.
  - Environmentally-friendly initiative
  - Setup will be different
    - ePoster will be also presented through a Flash Talk during the ePoster Session.
    - Extended discussions and close conversations about the ePosters presented will take place in different meeting points onsite.
    - <https://www.nanoge.org/HOPV20/eposter>



## The cycle

- <https://www.nanoge.org/HOPV20/eposter>



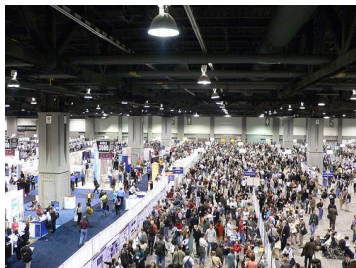


## Poster session: location



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## Poster session: location



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## Poster session: location

<https://www.reintro.org/posters>



<https://simuleurope.org/products/e-posters/>



Check the internet

## Sources: websites

- Zen Faulkes blog + Book  
[betterposters.blogspot.com](http://betterposters.blogspot.com)
- Colin Purrington  
[colinpurrington.com/tips/academic/posterdesign](http://colinpurrington.com/tips/academic/posterdesign)
- George Hess, Kathryn Tosney, Leon Liegel  
[www.ncsu.edu/project/posters](http://www.ncsu.edu/project/posters)
- Better Scientific Poster  
<https://osf.io/ef53g/>
- Justin Matthews  
<http://justinmatthews.com/posterhelp/posterguide/>

## Bad poster bingo

Different parts of poster don't line up	Boxes within boxes	Zigzag reading order	More than three <b>typefaces</b>	Long-winded title
Gradient fills in coloured boxes	Big blocks of text	Photographic background	Unlabelled error bars on graphs	Pixelated pictures
More than five colours	Institutional logos bookending title	Free space	ALL CAPITALS	Text with shadows, outlines, or bevels
Abstract	Underlined text	Comic Sans	3-D graphs	Checking tablet or phone during presentation
Tables showing data that could be in a graph	Poster does not fit on poster board	Comic Sans (it's that annoying)	Objects almost touching or overlapping	Try a smaller type

By Zen Faulkes, [betterposters.blogspot.com](http://betterposters.blogspot.com)

Inspired by: <http://www.monicaetzler.com/bad-presentation-bingo/>



## Sources

- Oxford Scientific Poster workshop
  - <https://skills.it.ox.ac.uk/posters-improving-your-research-posters-course-pack>
  - <https://skills.it.ox.ac.uk/files/itlcppr001notespostersimprovingpdf>
- Poster journal
  - [www.eposters.net](http://www.eposters.net)
  - [www.epostersonline.com](http://www.epostersonline.com)

