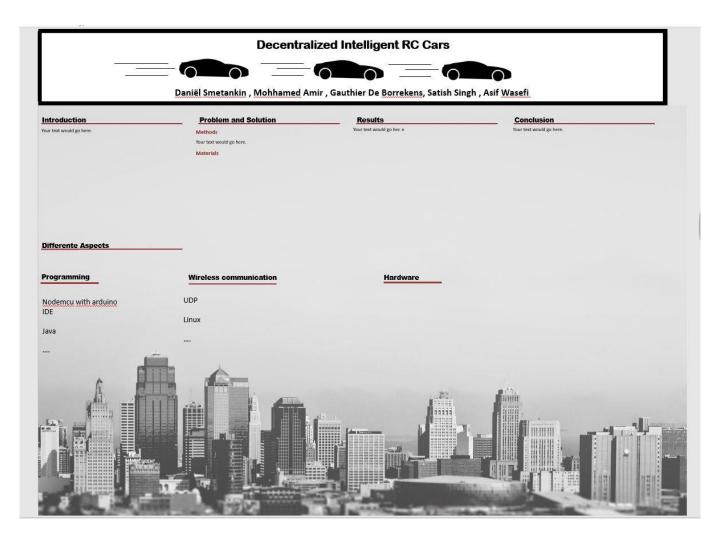Daniel Smetankin

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Preparation 08/05/2018 How to make an appealing scientific poster.

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Intro

To make a successful scientific poster you must dig deeper then just the right paper and good layout. In this report I will be discussing how to make an appealing scientific poster that will make people really fascinated and interested about your project.

Results

Daniel Smetankin

Information & conclusion

Visualize your research

Visuals stand out in a poster – they attract the attention of the audience. It is important to think about which elements to visualize in your research. For example, someone online developed and tested an online friendship program for people aged 50 and over. He decided to shape his poster as an actual website. The poster attracted attention because of the website lay-out – that the research had something to do with a website became clear right away, mainly because of the taskbar at the top of the poster. Keep in mind though that the visuals should support your message. So when you are selecting images or visual representations ask yourself; do these visuals have anything to do with the information next to it? And do they support the message, (and not contradict!) your message?

Also, try to add something to your poster that stands out from the rest. What we wont to add is a QR code and if u scan the QR code you get extra information about the project.

Font size and whitespace

Mind the font size you are using, try not to use anything below 24 points (if you have to you can use 18 for references etc.). Also, avoid using different font sizes, try not to use more than two in the main sections of your poster. If your font size varies it makes the poster look messy and makes it harder to read. Don't use italics, if you want to emphasize something make it bold.

Something that even I did not manage to do is keep about 40% of your poster 'white' (i.e., without text). Your font size and whitespace should be used in such a way that you can read the entire poster in 300 seconds (remember the rule) and from about 1 meter distance. A nice way to check the layout of the entire poster is to print it on an A4-sized paper and check if you can read everything without trouble. If it is easy to read (font size) and nice to look at, you are heading in the right direction.

Names and a picture

Remember, it is your poster – so your name should be most prominent on it. If you like, you can choose to put your name on top (below the title) and the names of your supervisors at the bottom. Another nice way to draw attention to your poster (and yourself) is to put a photo of yourself on your poster. That way people know whose poster it is, even when you are not standing next to it.

Colors

Just a brief tip about the use of colors on your poster. All black and white will be boring, so of course you want to use nice colors in your poster. Do keep in mind, however, that too many colors can be confusing. The general rule is to use a 4 color combo maximum!

REFERENCE LIST

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