

Poster Presentations

A seminar

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Outline

- 1 Aim and contents of a poster
 - What should it contain?
- 2 Poster design
 - General layout
 - Words and fonts
 - Graphics and colour
 - Publishing
- 3 Presenting the poster
 - Preparation
 - Presentation

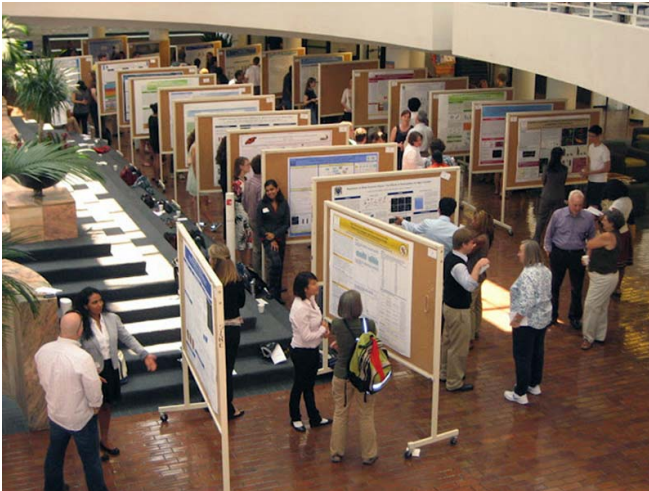
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Aims of a poster

- The aim of a poster is to:
 - 1 **Promote and communicate your work/message/ideas.**
 - 2 Promote yourself.
 - 3 Promote your organisation.
 - 4 Share ideas and pose questions.
 - 5 Make new contacts.

The poster session



What should a poster contain?

- Major things that should be included in any poster:
 - 1 *Title*
 - 2 *Author and Affiliation*
 - 3 *[Abstract]*: Often omitted - the poster is an extended abstract.
 - 4 *Introduction*: Context, problem statement and aims.
 - 5 *State of the art*: A brief summary of relevant previous work.
 - 6 *Approach/ methodology/experiments/theory*: Explain what you have done.
 - 7 *Results and discussion*: Main results and benchmarking.
 - 8 *Conclusions [and future work]*: Often future work is omitted due to space limitations.
 - 9 *[References]*: It is good to include a few key references.

A poster has limited space so you cannot fit in everything - be selective. While a poster should stand alone, its message will be strengthened by you explaining it.

- If space is limited (4) and (5) can be combined.

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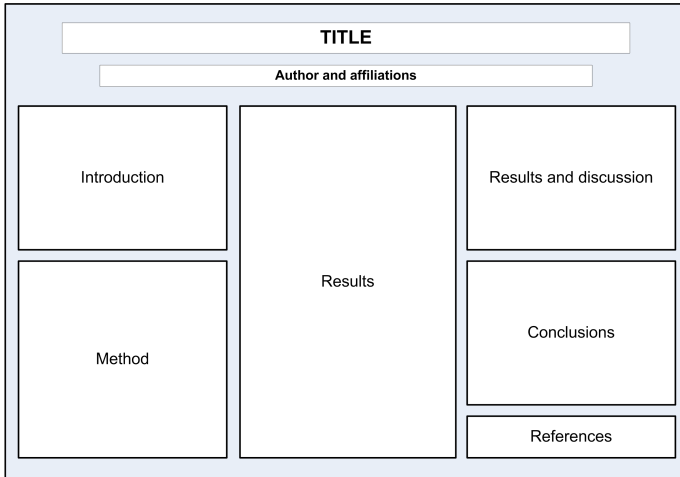
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Poster design - general

- General stuff:

- 1 Get the message clear in your mind and lay out the poster to convey this to the reader.
- 2 Design the poster to cover the items on slide 5.
- 3 Use, as well as fill, space. A cramped poster does not look profession, while empty spaces look like you cannot find enough to say.
- 4 Use corporate or institutional templates where appropriate.
- 5 Make sure you know the required size and orientation.
 - 1 For physical presentations, normally A1 portait is used.
 - 2 For e-posters, sometimes a landscape (16:9) format poster better fills the screen.
- 6 Divide your work into sections, and ensure the flow is clear and logical - consider numbering boxes.
- 7 Ensure that you leave reasonable borders around sections as this will improve appearance.
- 8 The following slides provide some guidance.

Typical Layout 1



Typical Layout 2



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Fonts

- Recommend font sizes and styles for an A1 physical poster.:
 - 1 Recommended sizes:
 - 24pt font for main body text;
 - 36pt bold for headings;
 - 48-60pt for the main heading.
 - 2 Use sans serif fonts:
 - Arial or Calibri as these are 'cleaner' and easier to read.
 - 3 Text colour
 - Black text on a white background is generally best.
- For an e-poster, the choice of font size is more complex and depends on the display dimensions (which may not be known in advance).
 - In this case, we suggest using an A1 landscape template and using the suggested font sizes above.
 - Fonts will look very small when displaying the full poster, so you may wish to zoom in on specific sections when they are being discussed.

Example fonts 1 (Clear)

This is the title in 60pt Arial font

Introduction (36pt)

This is an overview of the project in Arial 24pt font. Blah Blah. This is an overview of the project in Arial 24pt font. Blah Blah. This is an overview of the project in Arial 24pt font. Blah Blah Blah. This is an overview of the project in Arial 24pt font. Blah Blah Blah.

Example fonts 2 (Clear)

This is the title in 60pt calibri font

Introduction (36pt)

This is an overview of the project in calibri 24pt font. Blah Blah. This is an overview of the project in calibri 24pt font. Blah Blah. This is an overview of the project in calibri 24pt font. Blah Blah Blah. This is an overview of the project in calibri 24pt font. Blah Blah Blah.

Example fonts 3 (OK but less clear)

This is the title in 60pt Bookman Old

Introduction (36pt)

This is an overview of the project in Bookman 24pt font. Blah Blah. This is an overview of the project in Bookman 24pt font. Blah Blah. This is an overview of the project in Bookman 24pt font. Blah Blah Blah. This is an overview of the project in Bookman 24pt font. Blah Blah Blah.

Example fonts 4 (Difficult to read)

This is the title in 80pt Amelia

Introduction (36pt)

This is an overview of the project in Amelia 24pt font. Blah Blah. This is an overview of the project in Amelia 24pt font. Blah Blah. This is an overview of the project in Amelia 24pt font. Blah Blah Blah. This is an overview of the project in Amelia 24pt font. Blah Blah Blah.

Example fonts 5 (Very difficult to read)

This is the title in 40pt Amelia

Introduction (34pt)

This is an overview of the project in Amelia 24pt font. Blsh Blsh. This is an overview of the project in Amelia 24pt font. Blsh Blsh. This is an overview of the project in Amelia 24pt font. Blsh Blsh Blsh. This is an overview of the project in Amelia 24pt font. Blsh Blsh Blsh.

Use of words and spacing

- Words:
 - 1 Keep the number of words low:
 - Typically 300-500.
 - 2 Use consistent paragraph spacing and spaces after headings to avoid a cramped look.
 - 3 Line spacing
 - 1.05 or 1.1 can work well for main text and 1 for headings.
 - 4 Emphasize main points:
 - Use enumeration or itemization for emphasis of main points.

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Graphics

- Graphics:
 - 1 Use diagrams wherever possible to illustrate your ideas and create impact.
 - 2 For an e-poster, there is also the opportunity to embed videos if appropriate.
 - 3 Use sufficient resolution for diagrams:
 - 400x400ppi min suggested.
 - 4 Keep the presentation plain for clarity:
 - High contrast - dark colours on white background - work well.
 - Borders around graphics can enhance appearance.

Use of coloured backgrounds

- Colours:
 - 1 Dark colours as a background for black text (eg black on red) does not work and will make the poster difficult to read.
 - 2 Keep the number of general colours for fonts, backgrounds and highlighting to 2 or 3.
 - 3 Black fonts on a white background provides the best clarity, but dark fonts on pale backgrounds are OK.

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Before printing/publishing - checking the poster

- Checking the poster:
 - ❶ Print out and look but don't read - does it look professional?
 - ❷ 30 second test
 - Does it convey your message and attract attention if you only look at it for 30s?
 - ❸ Is the formatting consistent
 - Check spaces, indents, margins, line spacing, fonts?
 - ❹ Spell check and grammar check - the last thing before professional printing or final display.

Final printing or display

- ① Check that the size and orientation is correct:
 - Orientation: landscape/portrait;
 - Size: A3/A2/A1/A0
- ② Use a recommended printer if appropriate.
- ③ Finishing for a physical poster:
 - Is the colour palette correct
 - Laminate the poster to improve appearance and durability
- ④ Number of copies:
 - Consider taking a spare poster.
 - A4 copies can be useful to hand out at the event.

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Preparation of the poster

- ① Consider how will you transport it (if a physical poster)?
 - Reinforced carrying tubes can be purchased and are advised.
- ② What else do you need to take to the event to support the presentation:
 - Handouts of poster.
 - Handouts of paper or report.
 - Laptop or other means of demonstration.
 - Business cards
- ③ Rehearse the presentation
 - How will you get the main points across in 1 or 2 minutes?
 - For an e-poster, how will you sequence and display the various sections?

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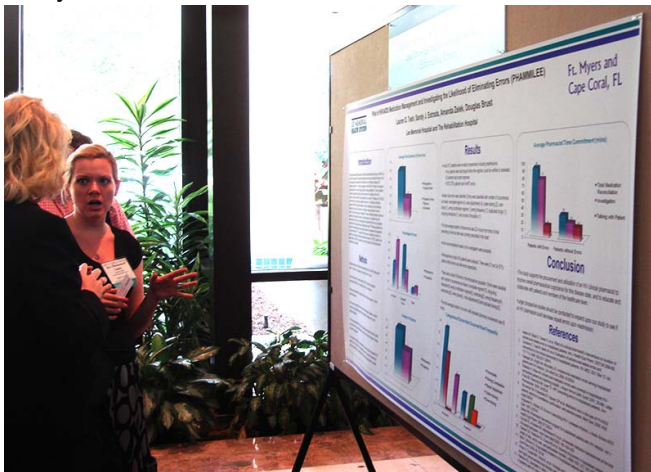
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Presenting the poster

- Sometimes people will just read it and ask questions
 - Think about the sort of questions that might arise and prepare for these.
- Often however people will expect an overview from you
 - So prepare a 2-3 minute summary:
 - 1 *Introduction - context*
 - 2 *Brief summary of previous work, its shortcomings and the problem addressed*
 - 3 *Overview of approach / methodology*
 - 4 *Major results, benchmarking/comparisons and implications*
- Demonstrate your results if possible, maybe with simulations on a laptop - this can add significantly to the poster's impact.
- Note the names of interested parties and follow up as required.

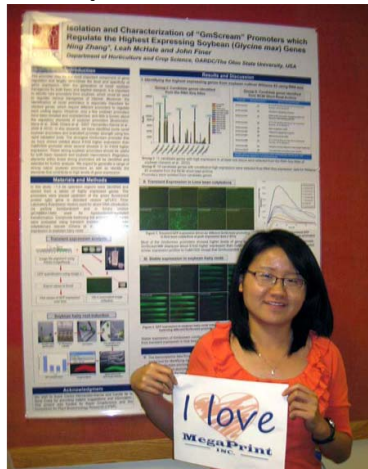
Example poster 1

- Clean design but too much text in intro and probably too many references.



Example poster 2

- Good use of diagrams and nice layout but too much text to read in introductory sections



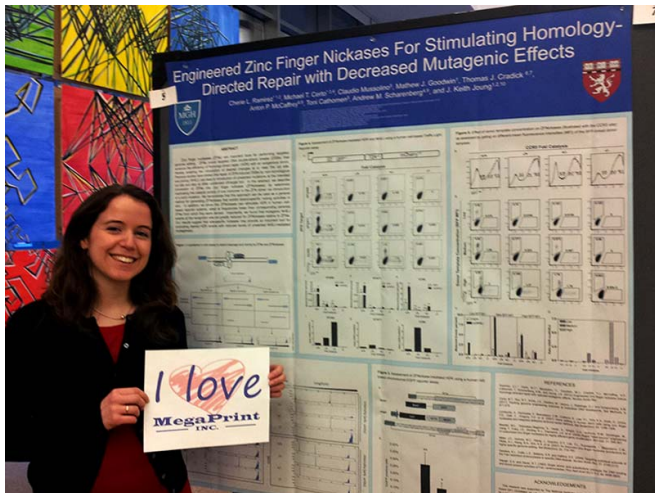
Example poster 3

- Poor choice of font type and colour; background makes text very difficult to read; too much text and not enough figures.



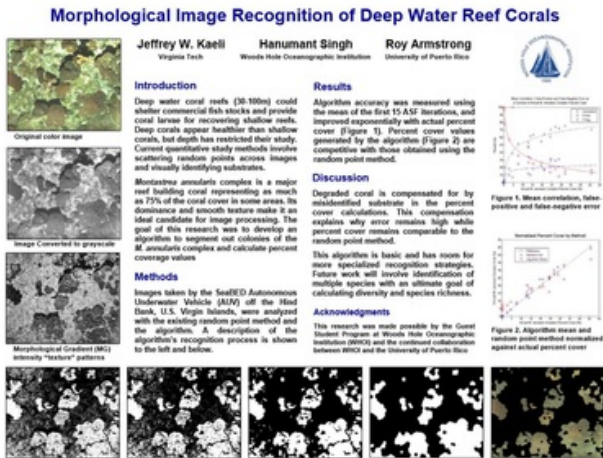
Example poster 4

- Clean design; too much text in intro section.



Example poster 5

- Clean design and interesting use of space; text looks a little boring...



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Some references

- 1 What makes a good poster,
<https://www.vitae.ac.uk/doing-research/research-staff/the-best-of-the-research-staff-blog/what-makes-a-good-poster>
- 2 https://blog.addgene.org/guide-to-designing-the-scientific-poster?gclid=EAlaIQobChMli5zW3rqT6wIVUe3tCh2O3gGEAAYAiAAEglDDPD_BwE
- 3 <http://hellophd.com/2018/11/104-how-to-give-a-perfect-poster-presentation/>
- 4 Creating effective poster presentations
<http://www.ncsu.edu/project/posters/>
- 5 Designing a poster
<https://www2.le.ac.uk/offices/ld/resources/presentations/designing-poster/poster>

