

Career Paths in Research: Beyond the Bench

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Agenda

Objective: Designing Effective, Engaging Scientific Posters.

01. Why does that Matter?

02. Color.

03. Pictures v. Words.

04. Balance & Symmetry.

05. Text.

06. Font Choice & Readability.

07. Logical Flow & Sections.

08. Proofreading.

09. Q&A.

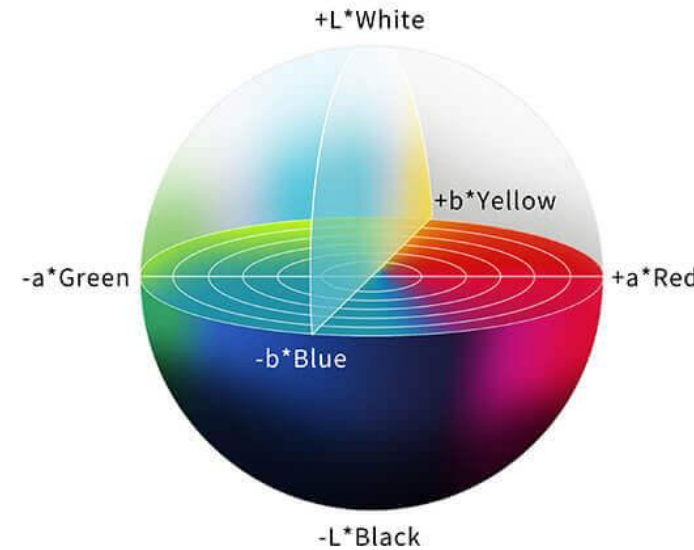
Design Matters.

- Posters communicate complex info quickly and clearly.
- Good design attracts viewers and enhances understanding.
- Poor design can confuse or deter your audience.



Color.

- Choose a simple and consistent color palette (2-3 colors).
- Use colors to create contrast and highlight key areas.
- Avoid overly bright or clashing colors that tire the eyes.
- Follow accessibility guidelines for color blindness.



Pictures v. Words.

- Use visuals (charts, graphs, images) over blocks of text.
- A picture can communicate complex data faster than words.
- Keep captions clear and concise.
- Ensure images are high resolution and relevant.



Balance & Symmetry.

- Organize content evenly for visual harmony.
- Use columns and grids to align text and images.
- Avoid overcrowding; leave sufficient “white space.”
- Symmetry helps the eye flow naturally across the poster.



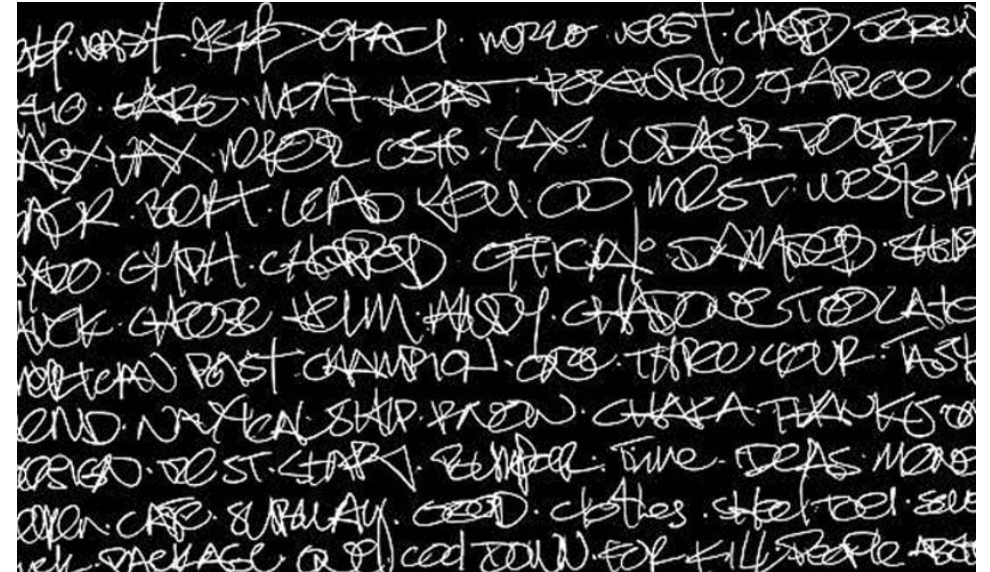
Text.

- Use short phrases and bullet points instead of paragraphs.
- Focus on key messages and results.
- Use readable font size (at least 18-24 pt for body text).
- Avoid jargon to keep it accessible to broad audiences.



FoNt ChOle & ReaDabiLity.

- Select sans-serif fonts like Arial or Calibri for clarity.
- Use consistent font style throughout the poster.
- Limit font types to two maximum (one for heading, one for body).
- Make titles and headings larger and bold for emphasis.



Logical Flow & Sections

- Arrange content in a clear sequence: title, intro, methods, results, conclusion.
- Use numbered or titled sections for easy navigation.
- Guide the viewer's eye naturally from top-left to bottom-right.
- Use arrows or lines sparingly to show flow if needed.



Proofing.

- Proofread for typos and formatting consistency.
- Print a test copy or preview at actual size.
- Check image resolution and color accuracy.
- Get feedback from peers before finalizing.



Q&A.

- Invite questions or share personal tips for poster presentations.
- Encourage practice and continuous improvement.

