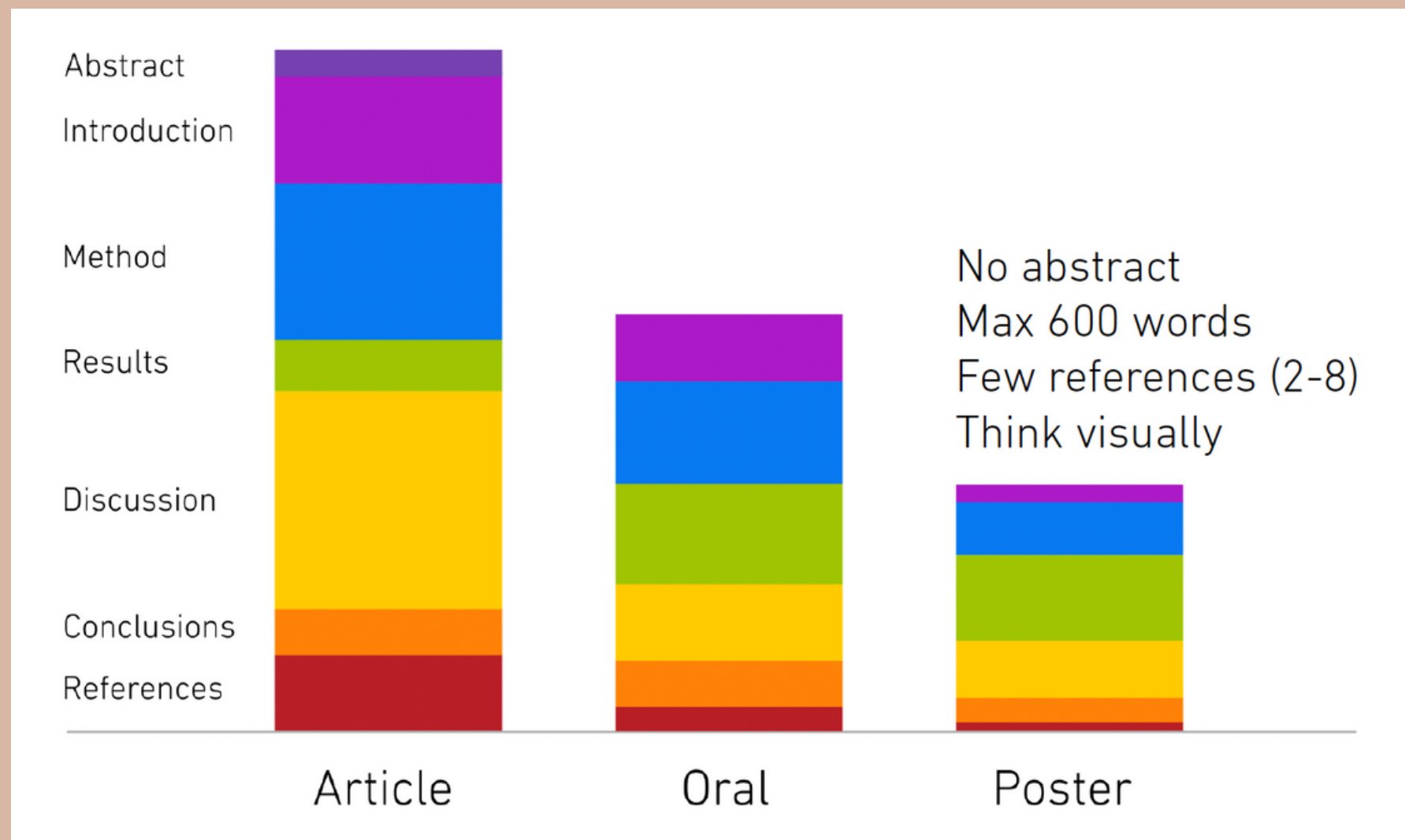




HOW TO EFFECTIVELY MAKE AN EFFECTIVE POSTER?

WHAT IS A POSTER?

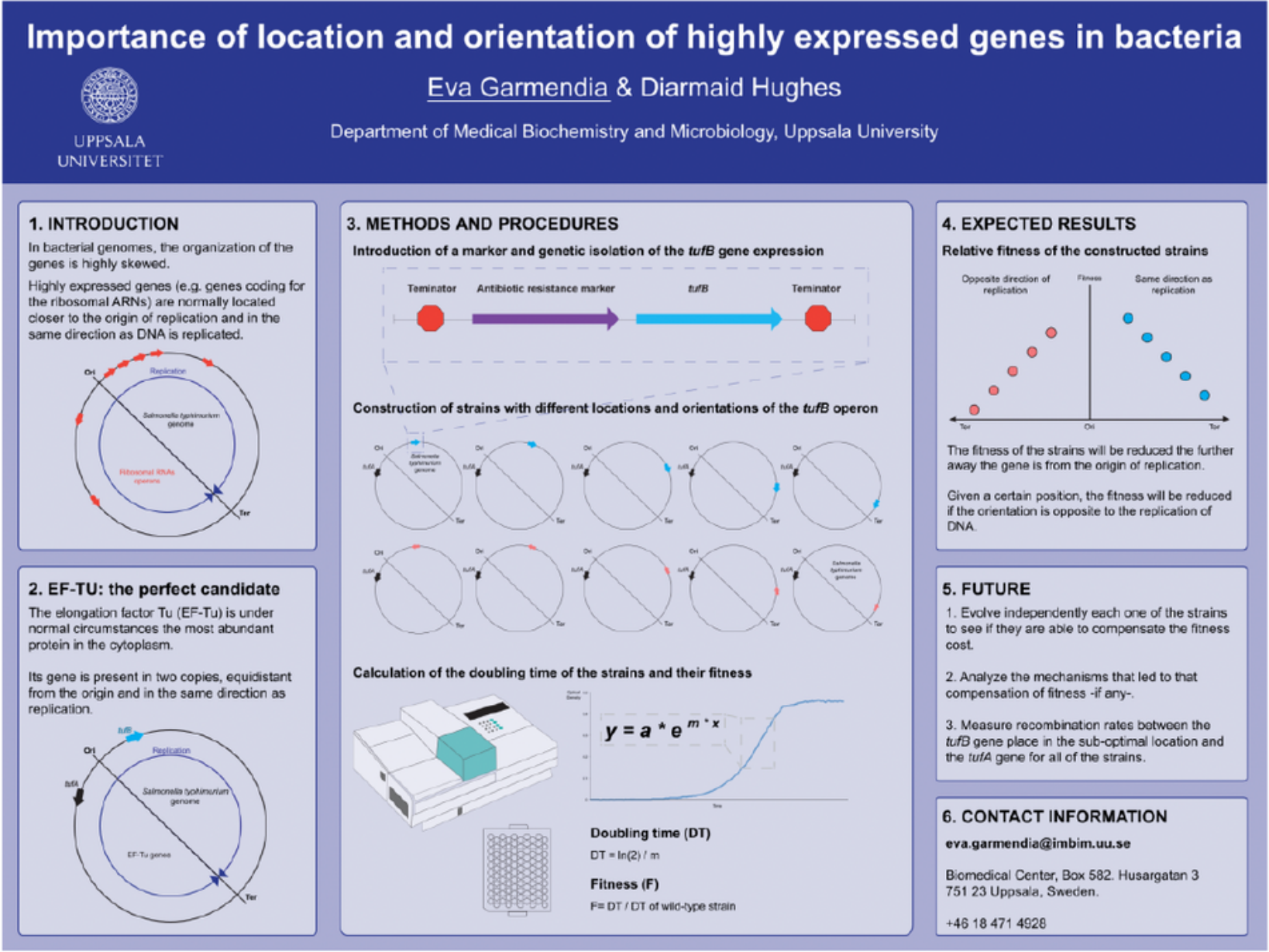


Poster should not be where you shorten your writings and show all figures

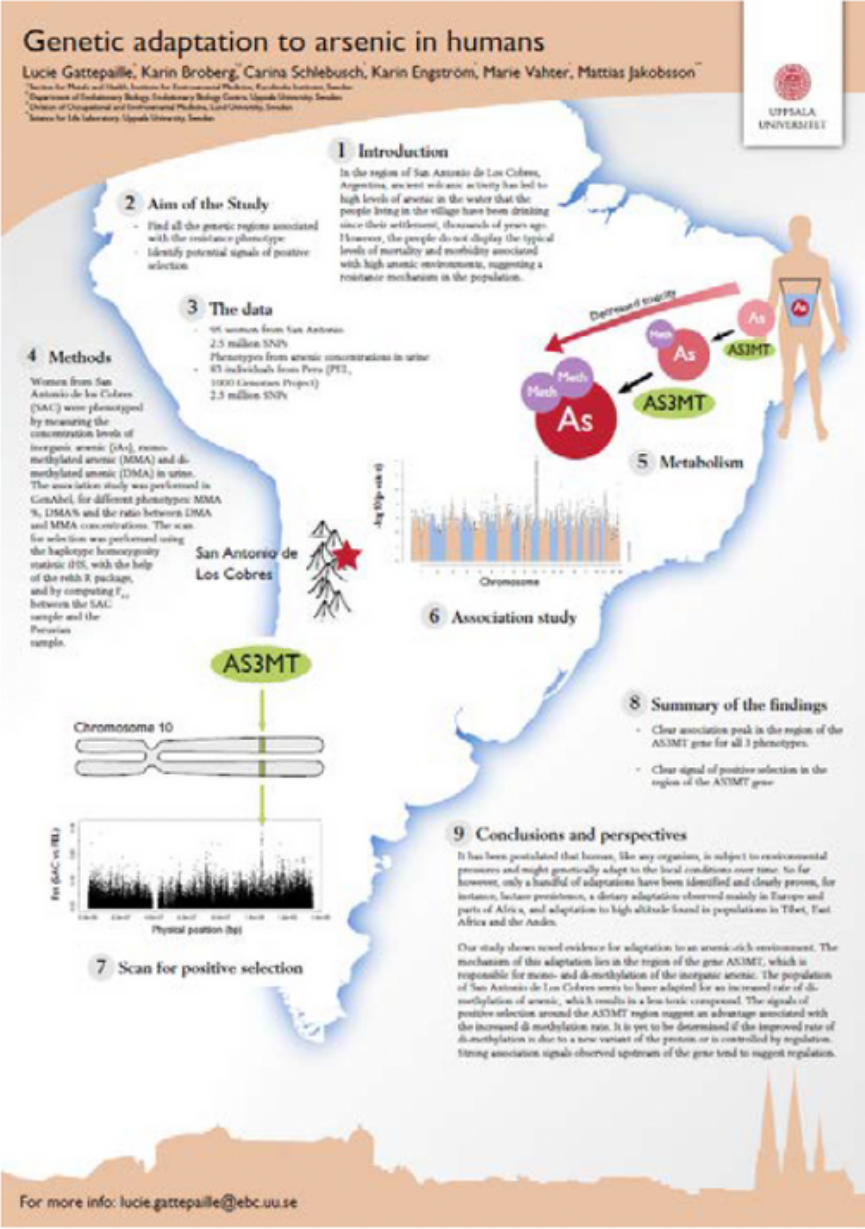
Think of it as where you can visually present your research. And it should be a stand-alone, i.e. readers already grasp the main ideas without hearing your presentation

From Visualize Your Science Course,
Autumn 2023, Module 8

TRADITIONAL VS CREATIVE STYLE



Template poster



Communicative poster

With permission from the artists

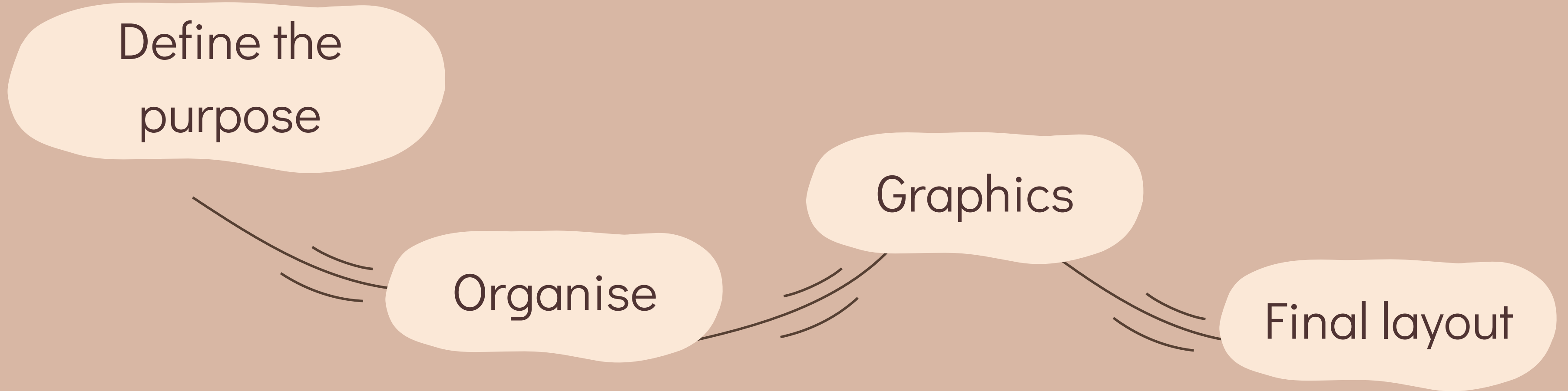
MAIN STEPS

Define the
purpose

Organise

Graphics

Final layout



Define the purpose

WHO IS YOUR AUDIENCE?

Your teachers, your peers, people outside the fields, inside the fields?
Give enough background, always good to give some “buffer”

YOUR EXPECTATION FROM THE READERS?

Just to share it as innovative idea? Or you want advice, collaboration?

Depending on this, define your poster message and stick to it

STICK TO YOUR MESSAGE

We often end up having too much to show and too little space. Find the message and whenever you want to add a content, ask yourself, “Is this absolutely necessary to understand the message?”, if not, leave it out.

Organise

DRAFT

Make a draft of layout and space to check if you have space for all sections and figures you want

MAINTAIN THE PROFESSIONAL LOOK

- Text: font and size. You can be artistic, but don't choose something like Comic Sans.
- Reading order: portrait, landscape, block design or flow

Graphics

1

Prepare icons and illustrations for the methodology

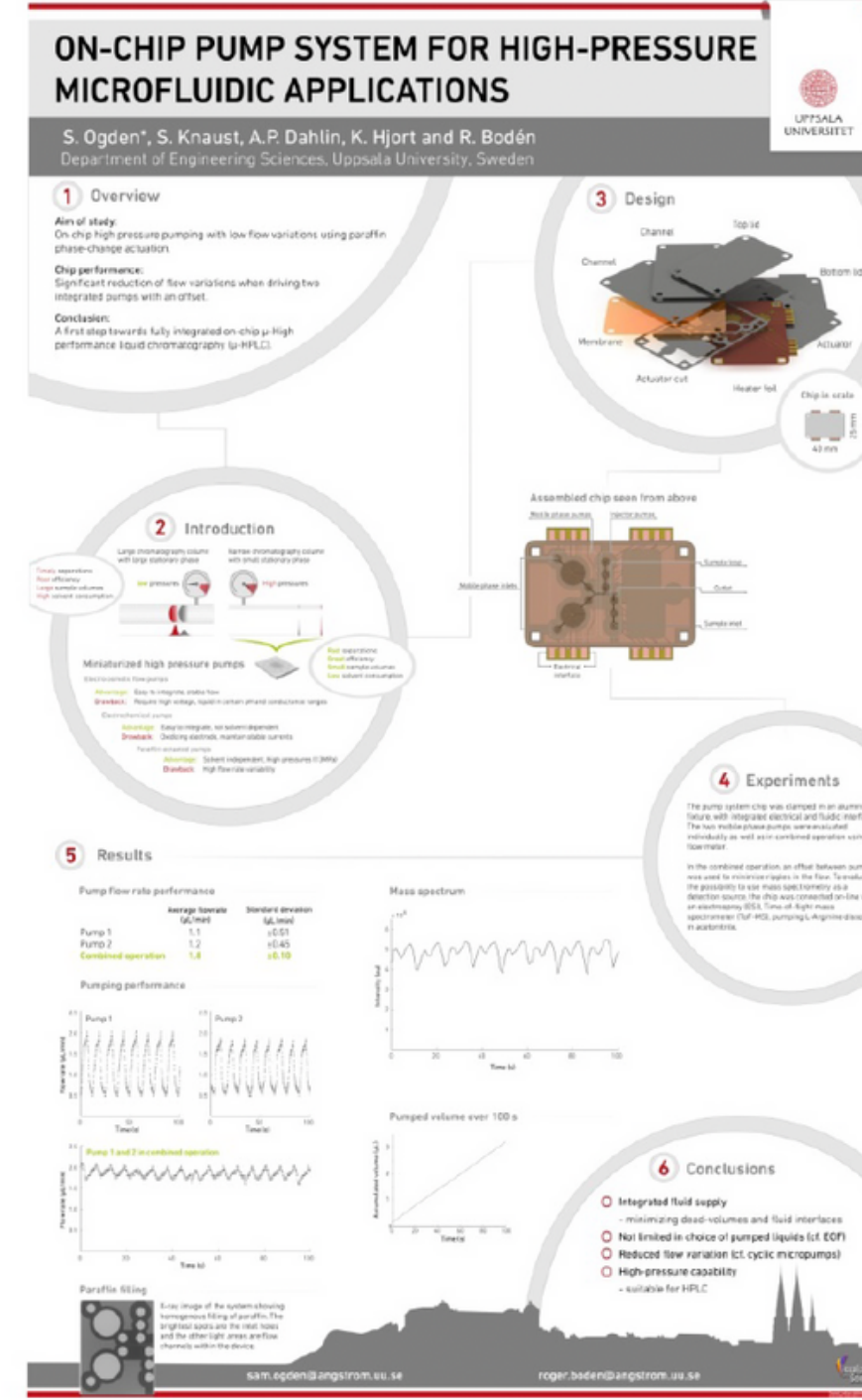
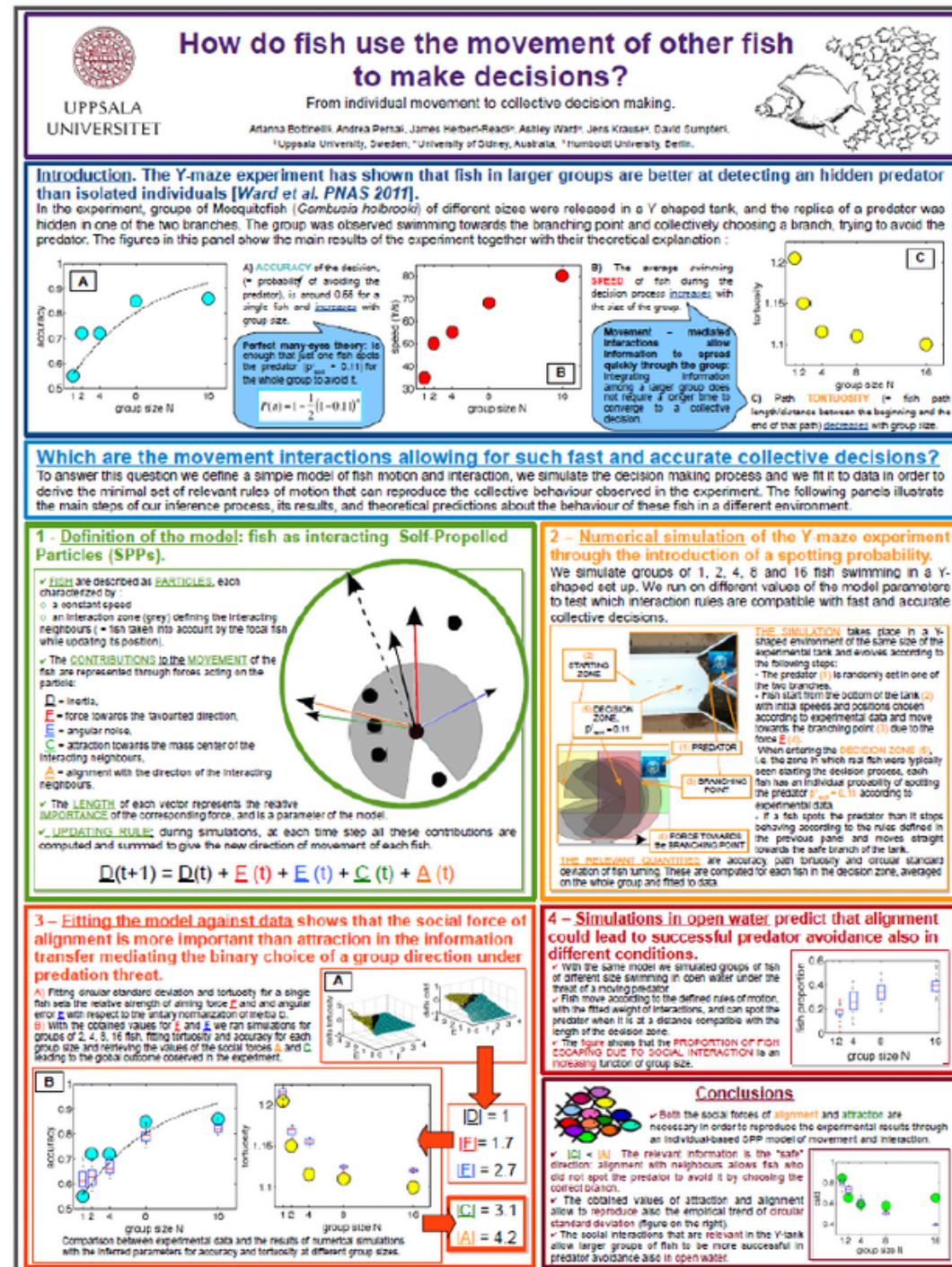
2

Prepare scientific figures
Again, choose ones that really highlight your message

3

- Don't make the arts redundant. All icons should serve a purpose, either it's your plant species, sample type (seeds etc.)
- Maintain professionalism otherwise people might criticise the “playful” arts: f.e. don't use sunflower as illustrations for your planting experiment if you use *Arabidopsis*

WHICH ONE WOULD YOU BE MORE LIKELY TO STOP BY AND READ?



The left one may have cool results, however,

Final layout

1

Ask your peers and tutors for objective feedback. Ask what do they get out of the poster, is it what you want?

3

Don't forget your name, contact details, affiliations and other formalities in the footer



2

Aesthetics matters and there is no reason that it doesn't belong to science. As long as you keep the science integrity and professionalism, don't let the world bore you down

ENJOY!