How to make good research posters
WHO IS YOUR AUDIENCE?

– General public;
– Non-specialists;
– Specialists.
What is a research poster?

• A simplified, visual representation of your work;

• It highlights major achievements / discoveries.
What is its purpose?

A poster is all of the following:

– An informative snapshot of your work;
– An advertisement of your communication abilities;
– A recruitment tool.
What makes a good poster?

• The right proportions;
• Easy flow;
• Good background and text color choice;
• Big (enough) font;
• Relevant, to-the-point text.
What makes a bad poster?

• Busy or textured background;
• Crammed text and figures;
• Pixilated images and graphs;
• References in the abstract;
• Inconsistencies;
• Speling mistakes;
• Small or unusual font.
The components

- **Title** — capture the audience;
- **Authors and their affiliations**;
- **Abstract** — brief, informative, no references;
- **Introduction** — background information, outlines the problem / states the aim of the study;
The components (continued)

- Methods – only relevant methods and materials;
- Results – only the exciting and novel results;
- Conclusion – succinct, may include future work;
- Acknowledgements – sponsors and anyone who helped on the project;
- References – no more than five.
A picture paints a thousand words

- Those words are positive if you choose the right graphics or illustrations;
- …or negative if you neglect the basics:
  - Bad resolution;
  - Forget units on the graph;
  - Font size that is too big or too small;
  - Color choice that makes text unreadable.
The poster is ready, now what?

- Edit, edit, edit;
- Give it to a friend to edit.
Presenting the poster

• No more than three minutes;

• Answer these three questions:
  – What was the point of the study (the aim)?
  – What did you find (results)?
  – Why is your work relevant / how is it applied (conclusion)?
What else?

• Body language – speak to the audience, making reference to the poster;
• Tone – confident, unassuming;
• Dress code – smart casual;
• Practice makes perfect.
Examples of good posters
Further reading

- http://www.kmeverson.org/academic-poster-design.html
Thank You