Poster Presentations
Michelle Hayner
FRI Writing Mentor
Overview: What is a Scientific Poster?

A large document that pictorially describes your research

Contains:
- Title
- Introduction to the question asked
- Results
- Discussion of results
- Reference section (articles that were vital to your research)
- Acknowledgement section

Bradley Hall
Traditional Format

<table>
<thead>
<tr>
<th>TITLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Authors, Affiliations</td>
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<table>
<thead>
<tr>
<th>Introduction</th>
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<table>
<thead>
<tr>
<th>Conclusion</th>
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Non-traditional Format
For poster examples see:

http://phdposters.com/gallery.php
Pick ONE main idea

Sketch on note card divided into 3–4 sections

Information should flow from left to right

Find a template to follow. Check out this free one: [http://www.swarthmore.edu/NatSci/cpurrin1/posteradvice.htm](http://www.swarthmore.edu/NatSci/cpurrin1/posteradvice.htm)
Layout

- “Color code” your poster
  - Avoid bright colors

- Present data as a readable sequence of events
  - Title, Introduction, Methods, Results, Conclusions, References, Acknowledgements, Further Information
  - Use columns
  - It should be understandable WITHOUT your presence

- VISUAL NOT TEXTUAL
  - ~20% text, 40% open space, 40% graphics
  - As little text as possible (<800 words)

- Active voice

- Concise
  - No “see figure 1”—just (Fig.1)
  - Do not include any extraneous information
Author names: Joe Smith, not Dr J. M. Smith

Big and readable!

Abbreviate where possible

Should convey gist of experiment BUT ALSO be catchy
Introduction

- Evoke interest
- Put in context of previous research
- General experimental approach
  - Why yours is ideal
- Clear hypothesis
- ~200 words
Materials and Methods

- ~200 words

- Briefly describe methods
  - Not with detail of manuscript*

- Primarily pictorial:
  - Use **images** to show experimental design
  - Use **flowcharts** to show reaction steps
  - Use **labeled photographs**
Results

~200 words

Largest section

Section One:
  ◦ Did experiment work?
  ◦ Qualitative results

Section Two:
  ◦ Data analysis
  ◦ Refer to images
  ◦ Include self-explanatory figures

http://www.flickr.com/photos/cpurrin1/266242444/sizes/l/#cc_license
Conclusions

- Restate hypothesis and result
  - Was hypothesis supported?

- Why important?
  - How does it relate to other work
  - How does it stand out?

- Future directions?

- ~200 words
References

- Important background and/or supporting sources
- Standard format
- Only cite articles you have FULL ACCESS to
- <10 citations
Acknowledgements

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~40 words

- Thank people for specific services
  - E.g., funding, review, equipment, etc
If they are interested…

Or if you have more information…

- Provide: your email, website, URL for poster, etc.

Further Information

For more information, contact Ruth Smith at rsmith@gmail.com, or visit her website at www.rsmithresearch.com
Figures

- Figure legend necessary, even if mentioned in text
- STAND ALONE FIGURES
- No center alignment
- Remove any data not actually discussed
- Use colors to help distinguish different data sets in a figure
- Borders around all figures

http://www.writing.engr.psu.edu/courses/presentations/poster1.pdf
Do not include details on poster. If necessary, bring handouts with extra data/explanations

Text should be able to be read from 6 ft away

Use one font throughout entire poster

Bullet points are good