Academic Posters

Design Basics

https://presefy.com/douglassias
Introduction

- **Visual** representation of information
- Research Posters
  - Clear communication of research data
  - Designed to **support** your presentation of research
  - **Foundation** for face-to-face discussion
  - **Standalone** resource
  - “**Abstract**” of your work
Sketch it out …!

- How many columns?
- How many rows?
- Orientation (L./P?)
- Images / Graphs / Tables/Text?
- Sequence of content?
- 35% empty spaces; 35% graphs, images

Make rough copy of your poster on paper. Decide on the “flow” of your information. Make it clear on the poster where the reader is to start and “go next” on it.
There’s a format for academic posters. Depending on the subject matter of your poster, these are the sections expected to be on a standard academic poster.

- Title and author(s), with affiliation(s)
- Introduction
- Hypothesis
- Material(s) & method(s)
- Discussion
- Results
- Conclusion
- References
- Acknowledgements
- Contact information
Collect Material

• Images
• Tables
• Graphs

Collecting your material for the poster (images, tables, Graphs)
Images

- Quality (resolution) - 300dpi (min) (Poor quality pictures can ruin a poster’s visual impact)
- Background image (Yes, No?) – Some backgrounds make it hard to read the text. Thus, be careful.
- Usage rights? – Copyright or Creative Commons (CC) - CC preferred.
- Proportion? – Making objects thin (or thick) by pulling pictures out of proportion (see sample)
- Size? (Pictures from the web are usually small to enable webpages to load faster. Find the largest size of the picture to download. Do not Copy and Paste the image straight from the webpage – quality gets lost.
- Adds value? * If your picture is there as a decoration (to make it looks appealing), it is not used effectively. Integrate your picture(s) and the caption explaining how it links to the content on your poster – into the “story” your poster tells
- Title(s) and caption(s) Title and caption all pictures and/or graphs. Do not assume the reader “will know” what it is about.
Tables

- Use tables for complicated data
- Avoid code(s) and non-essential data
- Simpler, better
- Size (columns, rows)
- Font size, colour

<table>
<thead>
<tr>
<th>Age</th>
<th>Gender</th>
<th>Date of Birth</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>Male</td>
<td>12/02/2010</td>
</tr>
<tr>
<td>8</td>
<td>Female</td>
<td>07/10/2008</td>
</tr>
<tr>
<td>11</td>
<td>Male</td>
<td>07/01/2015</td>
</tr>
</tbody>
</table>

Tables which are too complicated need more space on the poster. Focus on the core data when using a table to illustrate. Avoid using the table to “repeat” information on the poster. The table must be an added element to your poster, it must help to tell the story, not “retell” information already on the poster.
Graphs are very useful graphical elements to use on a poster. Not only does it “break up text”, it also provides you with a means to convey information in a compact format. Be careful though – some graphs may be too complicated and try to convey too much information at once. Also pay attention to the size of the graph – the space it takes up on the poster. If a complicated graph is too small it will be hard to read and interpret. If the graph is too big, it might take up too much space on the poster.
Formatting

- Use actual paper size (A3) in PowerPoint
- Clarity and readability
- Consistency (Headers, fonts, sizes, colours, etc.)
  - **Logical flow** to poster information (arrows, lines, blocks, etc.) It must be clear to the reader where your poster starts and where it ends.
    - Headings, subheadings
    - Columns
- Arrows or links
- Avoid a poster that’s just a collection of Post-It notes. There must be a clear (obvious) path for the readers to follow.
  - Use (allow) blank space(s)
  - Avoid templates linked to the web.
  - Text boxes, aligned and uniform (shape, size, colours)
  - Avoid blocks of text with more than 10 sentences.
DS1  Set this BEFORE you start designing your poster
    Douglas Sias, 2017/11/09

DS2  Be careful not to make too much use of lines and arrows.
    Douglas Sias, 2017/11/09
Text

• Text

  • 2, 3 fonts; avoid cursive fonts
  • 90-60-30 rule (90=Banner; 60=Subheadings; 30=text)
  • Use bold/italics to emphasise
  • Avoid using ALL CAPS
  • Bulleted lists instead of paragraphs/sentences
  • Text left-aligned/justified(?)
  • Avoid Serif fonts for text
Colours

- To highlight
- To emphasise
- To separate
- 2-3 colours maximum
- Be consistent
- Avoid dark backgrounds
- Images / Graphs must not clash with colours
Points to Consider

- More points to share?
  - Create handouts / postcards / bookmarks
- Avoid jargon
  - Consider your audience
- About 800 to 1000 words
Review

- Read, re-read & re-read
- Edit to remove unnecessary text
- Proofreader
- Spellcheck
- Grammar and punctuation
- Get mentor/tutor/knowledgeable other’s advice
Bibliography


• Monk, L 2004, email, 14 May, lmonk@eaglenet.com.au.
Good or bad about this poster?

**Good**
- Information grouped in blocks

**Bad**
- Background too distracting
- Logical flow; blocks are all over the place; logical structure needs to be reworked
- Use of too much colour
- Use of pictures; more decorative than anything else.
Additional Resources

- Berkeley
- UNC Graduate School
- University of Adelaide
- Poster Basics
- Ben Nargi