Improving People's Lives Through Innovations in Personalized Health Care

Scientific Posters

Bianca McArrell
MDSR Program Manager
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THE OHIO STATE UNIVERSITY
WEXNER MEDICAL CENTER
Goals for Your Poster

- Significant contribution to a meeting
- Part of professional education
- Provides information
- Develops your experience
- Builds networks and contacts
- Source of feedback
“The Poster”

- A document used to communicate your research to a large group of people in 10 minutes or less

- Informative, invites someone in for questions

- Paper version of your elevator speech

- Poster usually highlight the most interesting aspect of the work, not necessarily the entire piece of work
What to Expect From Your Audience

- Most people spend **90 seconds** at a poster

- People come close when the items they read from afar appeal to them

- Crowded, disorganized posters are passed over

- Posters normally draw those with real interest who want to discuss the work
Your Audience

- Who reads your poster?
  - Those who follow your work
  - Those in the same research area
  - Other students and faculty

- Be ready to give a one - two minute introduction

- Rehearse answers to common questions

- Let the audience guide your discussion

- Usually only 1-2 will come at a time
Characteristics of effective presentations:

- Organized – graphs, photos and content are easy to follow

- Rehearsed – Come prepared to talk about what went well and what didn’t, you know your research!

- Visual appealing – large amounts of small text and blurry photos are not appealing
Poster Components

- Title
- Authors & lab affiliation
- Funding sources
- Light introduction
- Materials & Methods
- Results
- Literature Cited
- Further Information
- Photos/Graphs
Title
- 1 -2 lines
- Avoid the use of colons and cutesy / humorous terms
- Short and succinct is best
- Should allude to the research
- Sentence Case (ALL CAPS IS BAD!)

Introduction
- Max 200 words
- Briefly describe unusual or unique materials or methods used in the research
- Diagrams are best for instrumentation
- Flow charts help with experimental details
Authors & Affiliations

- List authors of the work which include PI and all other contributors
- Order of authors is determined by PI – very important
- Affiliation is the physical location where work was completed and the “home” of the PI
- Gain permission form PI *prior* to submitting any work for poster, oral or written communication
Materials & Methods

- Max 200 words
- Briefly describe unusual or unique materials or methods used in the research
- Diagrams are best for instrumentation
- Flow charts help with experimental details

Funding

- You must list all funding sources for the work
- For our purpose this year it is NSF-REU program for funding your stipend.
- A grant program that is funding the actual research should also be listed (ask PI).
- Normally research presented without a funding source is suspect. Peer review grants give the work credibility.
Results

- Unless the poster is about method creation, this will be the largest portion of the poster.
- Includes appropriate raw data, interpretation of that data.
- Be sure to address how this fits the hypothesis.
- Visual aids: tables, graphs, computer generated illustrations, structures.

Conclusions

- Frame the results in the context of the hypothesis.
- List challenges and major advancements.
- Connect to the literature.
- Outline future directions of the work.
Literature Citation

- Cite only references directly related to your work *(if you have borrowed photos or graphs you will need to reference those sources as well)*
- Usually 5 key citations
- Use ACS Style for chemistry work or other appropriate citation format

Miscellaneous

- Further Information: A URL that others can access for more information or perhaps a short handout; optional
- Logos: You should include logos for the funding agencies and perhaps the institution where the research took place
- Acknowledgements: People who contributed to work, less than 40 words
Size and font

- Title should be readable from 6 feet
  - 120 font Helvetica, Arial, Universe
- Sub-heading from 3 feet and text from 2 feet.
  - 60 font
- Text total: 800 words or less.
  - 24 font, Times, Palatino, Bookman
- No block of text longer than 10 lines
- Italics instead of underlining
- Block letters, mixed case, no script

Formatting & Space

- Easier to read vertical text formatting than horizontal formatting
- Three column maximum
- Read top to bottom, left to right
- Be sure to leave at least a one inch margin all around
- About 25-30% white space is needed to keep the poster readable
Visual Balance and Symmetry

- Your poster should have a good visual balance of figures and text, separated by white space. Balance occurs when images and text are reflected (at least approximately) across a central horizontal, vertical, or diagonal axis.
Color Theory

- Text should be in black, highlights in color
- Best if background is white or light colored
Color Theory

- Be careful of red-green colorblindness
- Gratuitous use of color districts the reader
- Keep headings and titles in the same color
- Keep highlight colors to three
- Pastels and yellow are not good for text or graphics especially in large rooms with poor lighting

Photos

- A thin black outline makes photos pop
- Good quality, high-resolution photos only
- At least 4x5 if you want to highlight details
- Use high resolution for good resolution when printed
Graphs

- Do not use red-green color combo because of color blindness
- Do not use yellow because it is unreadable from 3 feet and gets lost in fluorescent lighting
- Line graphs only 3 lines
- Bar graphs, no more than 6 bars
- Avoid complex graphs - take too long to decipher

Tables

- Avoid a table if a graph or other illustration can be used
- Make tables compact and include only the necessary data
Final Steps

- Have a friend review the poster for content and format before printing
- Proofread, proofread, proofread
- Allow 3-5 days for printing
- Have fun!

Your Attire

- Business attire, no flashy bling, avoid heavy perfumes or scented hygiene products
- Clothes freshly pressed
- Smile, keep your breath fresh
- White coats are fine, not necessary
Questions?