Poster Presentations for Science

BY EDCEL J. CINTRON GONZALEZ & JEAN P. DOMENECH

Poster Presentations for Science are a legitimate and increasingly more frequent mode of knowledge dissemination in academic contexts. They help you promote your research, gather interest in it, and network with peers in your field. In this clinic, you will familiarize yourself with basic poster design, organization, readability, and appeal.

Pre-test Link: https://goo.gl/yW3q78

Objectives

Discuss
• What a research poster is.
• What makes a good poster presentation.
• Common components of posters.

Practice
• By providing constructive criticism.
• By making a poster outline.
What is a research poster?

SPREAD THE WORD!

Research posters

- Summarize information concisely and attractively to help disseminate it and to foster discussion.
- Are a mixture of brief text and tables, charts, pictures, and other graphics.
- Are widely used in academic contexts.
What makes a good poster presentation?

Poster design

- Important information is readable from about 10 feet away
- Word count ranges from 300 to 800 words
- The title is short and draws interest
- Text is clear and succinct
- Sections include headlines
- Subsections make correct use of bullets and numbering
- Layout is consistent and sequential
- Never use less than a size 24 point font
- Main points can be read at eye level

Consider

- Your audience
  - Identify your audience and provide the appropriate scope and depth of content.
  - Cater to your audience.
- Purpose
  - Inform
  - Persuade
Guidelines to create a poster

- Verify poster guidelines for the conference
  - Flat or Tri-Fold
  - Landscape or portrait
  - Poster size

Examples of effective posters

SIMPLICITY IS THE ULTIMATE FORM OF SOPHISTICATION
Common poster sections
POSTERS SHOULD HAVE YOUR PERSONALITY

Poster sections
TITLE

- Should be no more than two lines.
- Describes the research project concisely using a short phrase that forecasts the research project.
- Is the equivalent of a newspaper headline
  - short, sharp, and compelling.

INTRODUCTION

- Introduce the hypothesis or research question(s), its importance and the purpose of the study.
- Include a brief theoretical background.
- Explain which niche your research fills.

MATERIALS & METHODS

- Experimental methods are described:
  - in a concise paragraph or
  - an original representation.
- Use photographs, drawings, etc.

RESULTS

- Summarize data:
  - means, standard deviations, etc.
- Use visuals, charts, graphs, maps, drawings, photographs.
- Clear labels and descriptive captions.
- The Results is usually the longest section of a scientific poster.
Discussion & Conclusion

- Major findings are clearly and concisely summarized
  - what do the results tell you about the “big picture”?

- In a conclusion
  - authors may offer alternative interpretations of data and/or critically evaluate the effectiveness or limitations of their methods.

- Suggestions for future studies are noted that expand understanding of the question tested.

ACKNOWLEDGMENTS:

- List any organizations that provided funding for the project and include the grant number.
- This section can also be used to acknowledge other project contributors and/or advisors.
- Students often use this section to acknowledge their faculty advisor here.

- GWF services can be used for poster presentations!
- If they are used you can acknowledge by using our logo.

REFERENCES:

- Include full citation information for all of your sources.

- Cite references in the citation style used in your field:
  - APA (American Psychological Association) is commonly used in the social sciences.
  - CSE (Council of Science Editors) is commonly used in scientific disciplines.

- Check with your professor, advisor, or another professional working in your field to determine the correct style.

Activity 1

- For the following posters:
  - mention all the errors you can find
  - & propose constructive criticism to improve the poster.
Activity 2

Let’s download a template from https://www.makesigns.com/SciPosters_Templates.aspx

Now, we will make our own poster using PP and create a simple poster presentation.
Activity 3

- Draw out an outline of how you want your poster to look like.
- Include all the sections discussed.
- Do it either landscape or portrait style depending what you feel works best.

10 SIMPLE RULES

1. Define the purpose
2. Sell your work in 10 seconds
3. The title is important
4. Poster acceptance means nothing
5. Many of the rules for writing a good paper apply to posters

6. Good posters have unique features not pertinent to papers
7. Layout and format are critical
8. Content is important, but keep it concise
9. Posters should have your personality
10. The impact of a poster happens both during and after the poster session

Link: https://goo.gl/gqkjxp
References