

# Revolutionizing Academic Poster Design

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*The "Better Poster" is the brain child of Mike Morrison, PhD*

*Slide Designer - JT Addair*

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LOREM IPSUM  
SINCE 1984

## This text could be the main title of your research If needed this could be a subtitle section

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### 1 Introduction

Begin your introduction with a general statement that provides an overview of your research topic. This statement should help to introduce the topic to the reader and provide some context.

- Provide background information: provide some background information on your topic. This could include any relevant history, previous research or developments in the field that have led to your research.
- State the problem: Once you have provided some context, state the problem that your research is addressing. This should be a clear and concise statement that outlines the focus of your research.
- Explain the significance: After stating the problem, explain why it is significant. Discuss the potential implications of your research and how it could contribute to the field.
- Outline the objectives: Finally, outline the objectives of your research. This should be a clear statement of what you are hoping to achieve through your research, and should help to guide the reader through the rest of the poster.

This box could be a summary of the introduction. You could use keywords or only state the objectives.

- The introduction should introduce your readers to what they already know, and what they do not know.
- Why was the study undertaken? What was the research question, the tested hypothesis or the purpose of the research?

### 2 Methods

Provide an overview: Begin the methods section with an overview of the experimental design and methods used in your study. This should help the reader understand the overall approach taken in your research.

THIS COULD BE A SECTION OF THE METHODS  
Participants or subjects: Next, provide details on the participants or subjects used in your study, including relevant demographic information such as age, sex, and any other relevant characteristics.

POPULATION 1: This is a small group of individuals who share similar characteristics and are used to test the hypothesis.

POPULATION 2: The groups test it over a period of time to see if the hypothesis is supported.

POPULATION 3: This is a small group of individuals who share similar characteristics and are used to test the hypothesis.

Materials or apparatus: If your research involved the use of materials or apparatus, provide details on what these were, how they were prepared or calibrated, and how they were used.

- Procedure: Describe the procedures used in your study in detail, including any instructions given to participants or subjects, any specific protocols followed, and any measurements taken.
- Data analysis: Finally, provide information on how the data was analysed, including any statistical methods used and how the data was presented or visualised.

### 3 Results

What answer was found to the research question; what did the study find? Was the tested hypothesis true? Explain what the authors found following the method previously suggested. You should present your results as objectively as possible.

Use visual aids such as graphs, charts, or tables to present your data. These visuals should be clearly labelled and easy to understand.

Don't forget to Quantify the results: When presenting numerical data, be sure to provide the relevant statistics, such as means, standard deviations, or p-values.

Figure 1: This chart shows the results of the experiment. The Y-axis represents the dependent variable, and the X-axis represents the independent variable. The data points are as follows:

Category	Value
Category 1	10
Category 2	20
Category 3	30

Chart first name: Figure 1: Identify any key findings or patterns that emerge from the data and highlight them for the reader.

Chart second name: Figure 2: These could be unimportant or particularly important results.

Provide context: For each result presented, provide context by explaining what it means and how it relates to the research question or hypothesis being investigated.

### 4 Discussion

Begin the discussion section by reminding the reader of the main research question and objectives. This will help you frame the discussion in the context of the study and guide your analysis of the results.

Summarize the key findings of your study in a few sentences. Avoid repeating the results section. This should provide a brief overview of the most important results and highlight the key findings that you want to emphasize.

Interpret the results: After presenting the results, it's time to interpret them. Discuss the implications of your findings and what they mean in the context of the research question or hypothesis being investigated.

THIS COULD BE A SECTION OF THE DISCUSSION  
Compare with previous research: Compare your findings with those from previous research in the field. Discuss similarities, differences, and any inconsistencies or contradictions.

THIS COULD BE ANOTHER SECTION OF THE DISCUSSION  
Explain limitations: Discuss the limitations of your study, including any potential sources of error or bias. Be honest and transparent about the limitations of your research, but also explain how they can be addressed in future studies.

Discuss implications and applications: Discuss the implications of your findings for theory and practice in the field. Explain how your research could be applied in real-world contexts and any potential future research directions.

Overall, the discussion section should be a thoughtful and reflective analysis of your results. It should interpret the findings in the context of previous research, discuss limitations and potential future directions, and highlight the practical implications of your research.

By providing a clear and comprehensive discussion of your results, you can help readers to understand the significance of your research and its contribution to the field.

### 5 Conclusion

Summary of your key conclusions. Recapitulate the main findings and the implications of the research for theory and practice. It could go along those lines:

In conclusion, this study highlights the importance of X in understanding Y and provides a foundation for future research in this area.

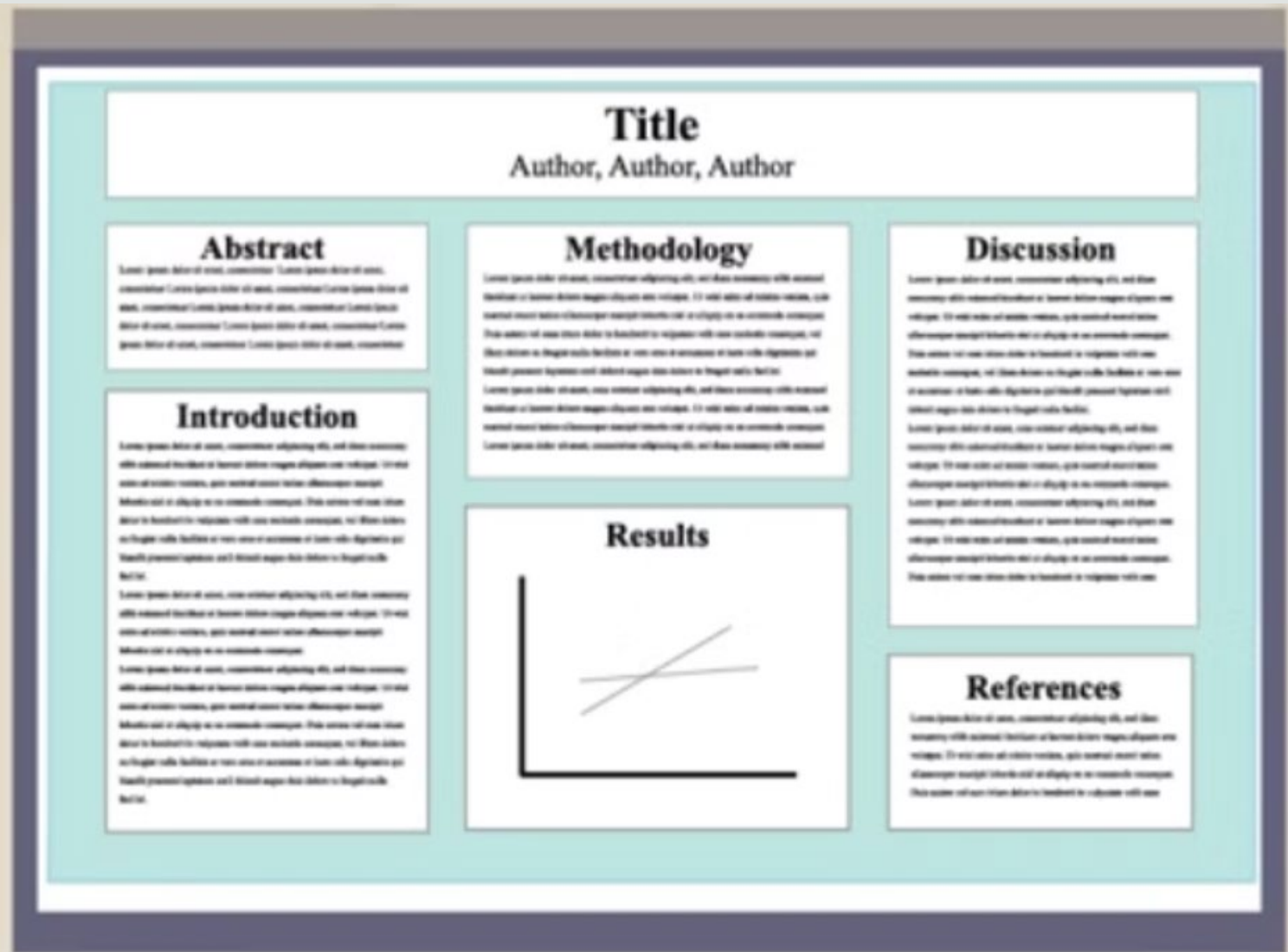
The findings suggest that X has a significant effect on Y, and that this effect may be mediated by [explain possible mechanisms]. The study has some limitations, but the implications of the findings are significant for clinical practice and public health policy. Overall, this study contributes to the knowledge base in the field and may pave the way for further discoveries.

### References

1. Smith, J. A., & Doe, J. D. (2022). The Effects of Drinking Unicorn Tears on Human Longevity. *Journal of Mystical Research*, 12(1), 13-25.
2. Skywalker, L., & Coruscus, D. B. (2021). The Force is Strong with Cats: A Study of Feline Jedi Abilities. *Journal of Interplanetary Psychology*, 1(1), 45-58.
3. Stark, A. R., & Banner, B. (2024). The Hulk Effect: The Relationship Between Anger and Superhuman Strength. *Journal of Superhero Psychology*, 22(1), 15-40.
4. Chewbacca, A., & Poo-Banana, P. (2023). Sista Carib: You Ail! The Effect of Neogram Training on Physical Fitness. *Journal of Puka-Everson*, 8(3), 95-104.
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# Learning Objectives:

1. **Describe** the principles of the 'Better Poster' model and how it enhances research communication.
2. **Implement** step-by-step strategies to create a visually engaging and effective research poster.
3. **Refine** or design a poster with improved clarity and impact.



Academic poster sessions are an important part of scientific conferences. Concisely communicating the most salient messages via a poster format can be challenging.

This presentation explores the difficulties with current poster designs and proposes a new, more efficient approach.



# The Presenter's Dilemma

## 1 High Hopes

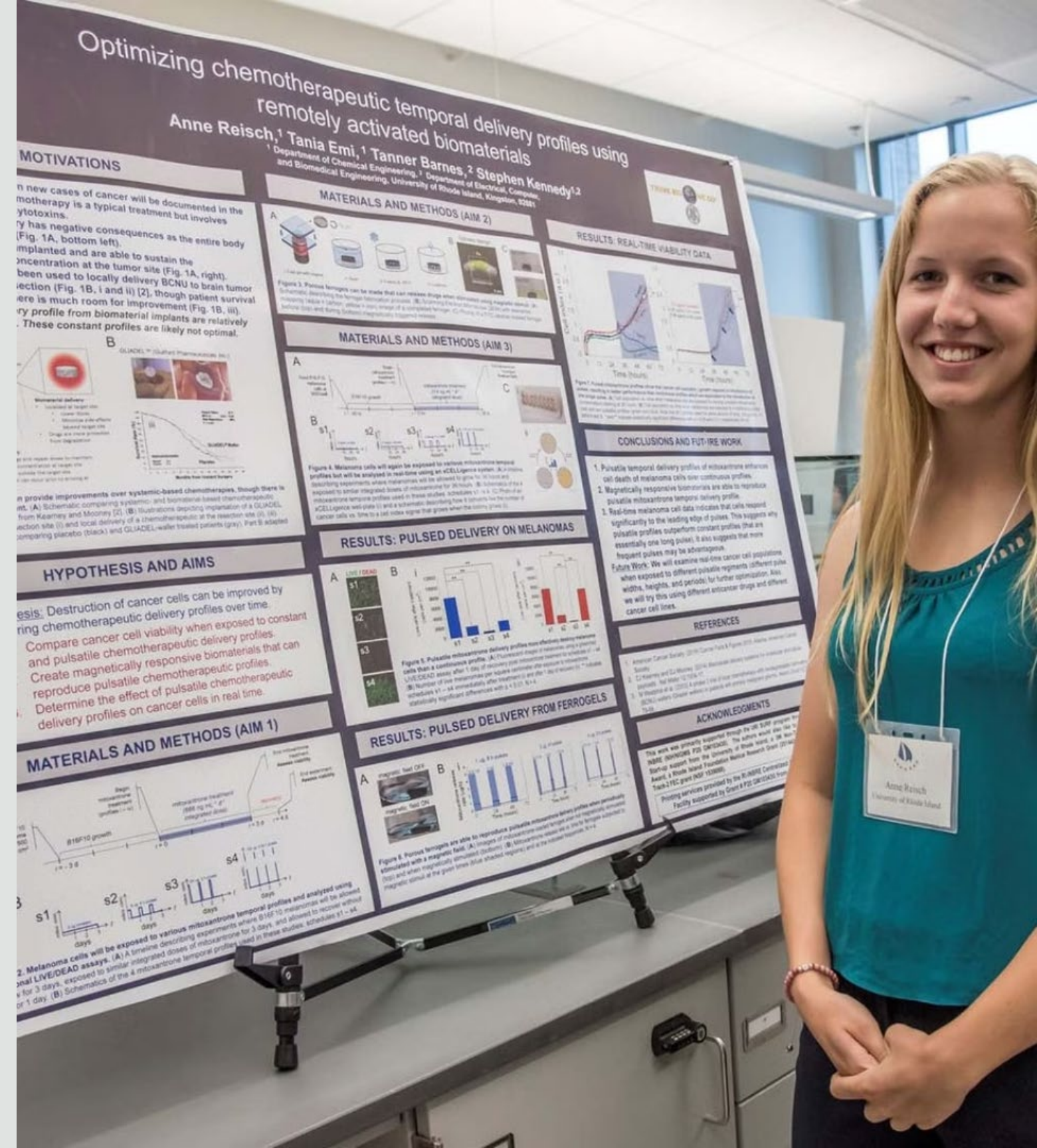
Presenters expect engaging conversations about their research.

## 2 Harsh Reality

Often, no one stops to look at the poster.

## 3 Disappointment

Presenters feel their work is unappreciated or uninteresting.





# The Attendee's Struggle

1

## Initial Optimism

Attendees hope to absorb the latest research in their field.

2

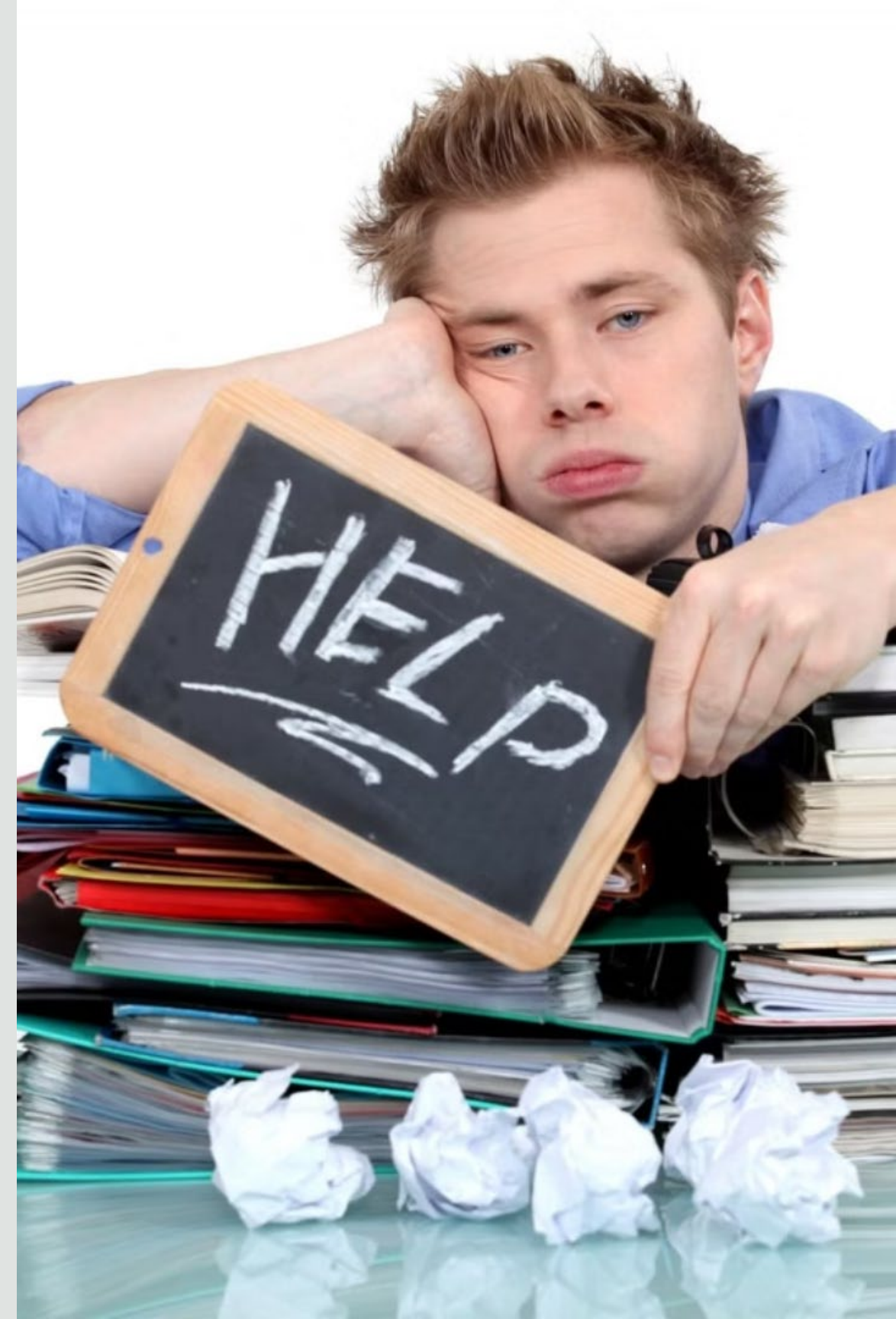
## Overwhelming Experience

Walls of text and desperate presenters create a chaotic environment.

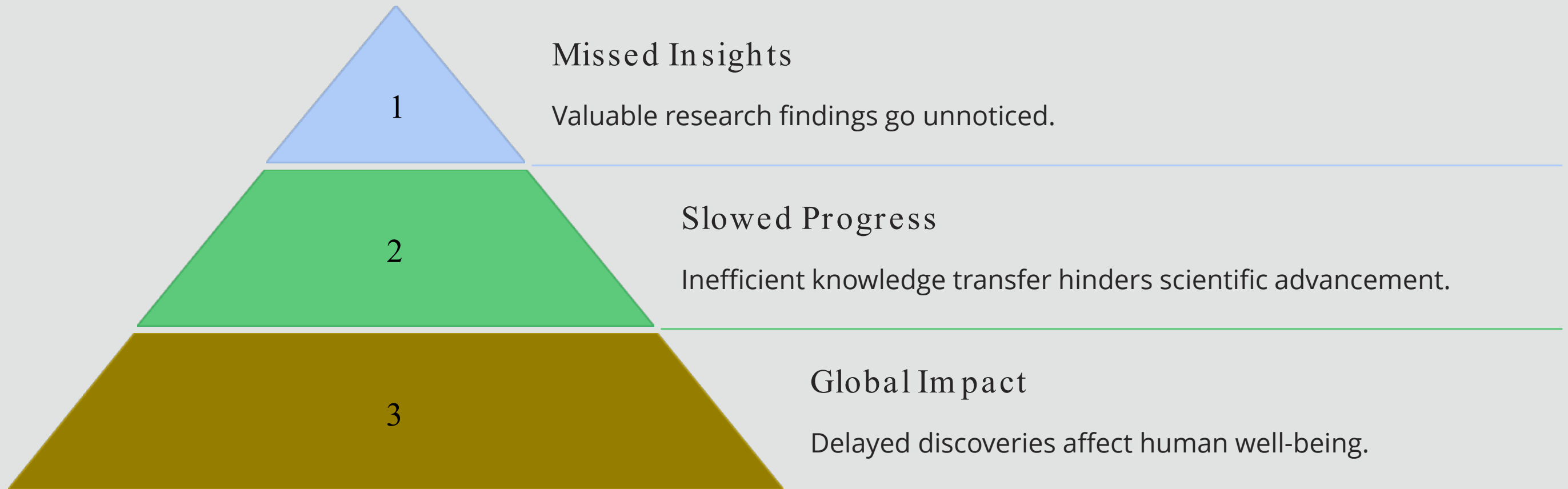
3

## Limited Learning

Time constraints allow engagement with only one or two posters.



# The Bigger Problem



# Current Poster Design Process

1

## Creativity Block

Researchers may find it challenging to creatively convey their message(s). Beginning the creation process can stifle progress.

2

## Template Reliance

Old, ineffective designs are reused out of convenience.

3

## Information Overload

Posters become walls of text, difficult to read quickly.



# The ideal academic poster should accomplish these goals!

- Make it easy to interact with the poster
- Transfer as much knowledge as possible in the least restrictive way
- Keep the good stuff
- Make creating the best poster possible as easy as possible



# The “Better Poster” Design

## Main Finding

Large, plain-language statement of the key research result.

## Am m o Bar

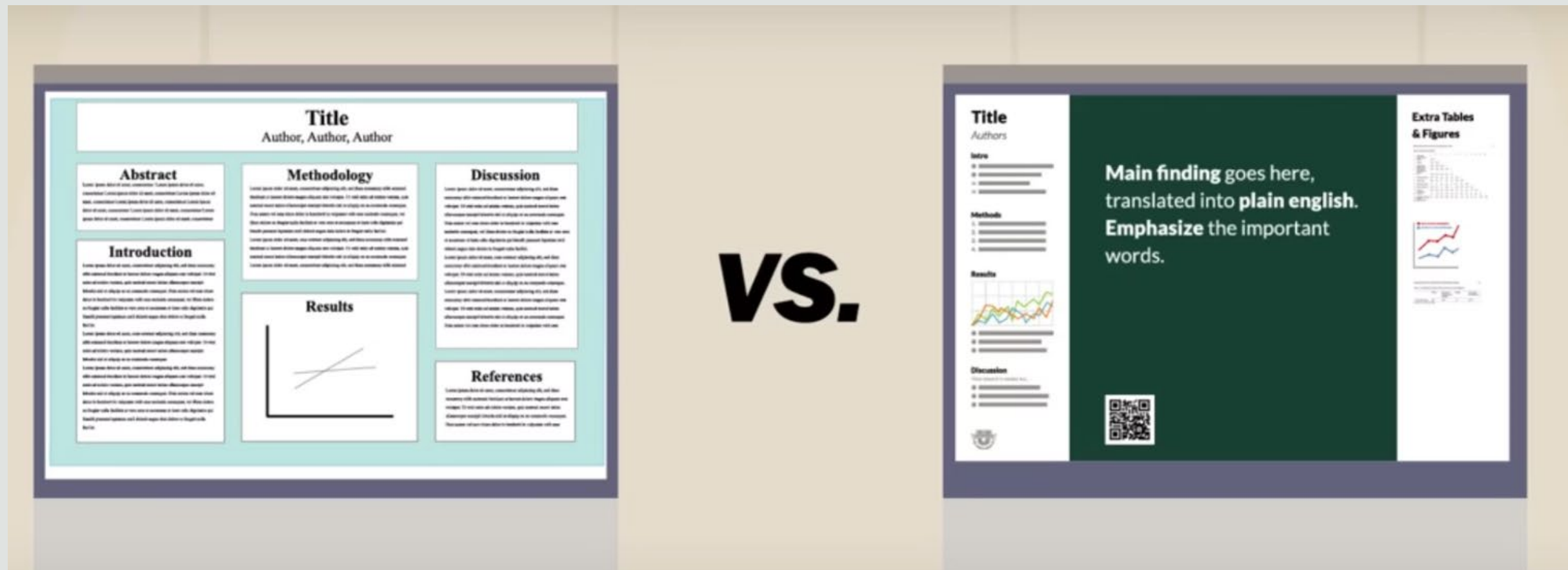
Quick-reference section for presenter to answer questions.

## Silent Presenter

Traditional poster content for those who want more detail.

## QR Code

Link to full paper and poster for maximum information access.





**Main Finding** - What is the most important finding in your current poster, manuscript, or abstract?

# Create an Ammo bar

Your figures and tables on the right side that support findings.

For **international students**, **perseverance** and a sense of **social responsibility** are extra important for predicting first-year **GPA**.





# Silent Presenter Bar

**Main finding** goes here,  
translated into **plain english**.  
**Emphasize** the important  
words.



Intro, Methods,  
Results, Discussion  
with High -Level  
information.  
Should be readable in 4  
minutes or less.

## Title

Authors

### Intro

- [Redacted]
- [Redacted]
- H1 [Redacted]
- H2 [Redacted]

### Methods

1. [Redacted]
2. [Redacted]
3. [Redacted]
4. [Redacted]

### Results



- [Redacted]
- [Redacted]
- [Redacted]

### Discussion

More research is needed, but...

- [Redacted]
- [Redacted]
- [Redacted]

# QR Codes



Should contain additional information like references, full paper or abstract, or other relevant information.



**Scan this QR code to watch the "Creating a Better Research Poster" video!**

# Let's Get Started

1

## Vision

Pull up a poster or abstract

2

## Reimagine

Open PowerPoint or Google Slides and create a new, blank slide

3

## Goal

Format your slide with three distinct columns

4

## Mission

Begin (re)creating your poster in the new format



# DEBRIEF

1

One thing you learned

---

2

One thing you are curious about

---

3

What are your next steps

# Best Practice Takeaways

1

- Make your main point the focus of your poster
- What do you want people to walk away with

2

- Consider including the Main Finding, Ammo Bar, Silent Presenter Bar and QR Code elements into your design.

3

- Don't be afraid to try something new. Shake up your traditional approach.

# Thank you for attending this session!



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