

Turning Innovation into a Poster

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Conflict of interest

Deirdre O. Rea, MSN, RN, PMH-BC has no conflicts of interest to declare.



Posters have three objectives

- Engage your colleagues for cross pollination of ideas
- Disseminate your research- getting your main message out to as many people as possible, as quickly as possible
- Promote your career



How much time do you have to catch someone's attention?

- A) 3 seconds
- B) 20 seconds
- C) 30 seconds
- D) 60 seconds



How much time do you have to catch someone's attention?

A) 3 seconds

B) 20 seconds

C) 30 seconds

D) 60 seconds



What is the average time spent reading a poster?

- A) 30 seconds
- B) 60 seconds
- C) 90 seconds
- D) 3 minutes



What is the average time spent reading a poster?

A) 30 seconds

B) 60 seconds

C) 90 seconds

D) 3 minutes



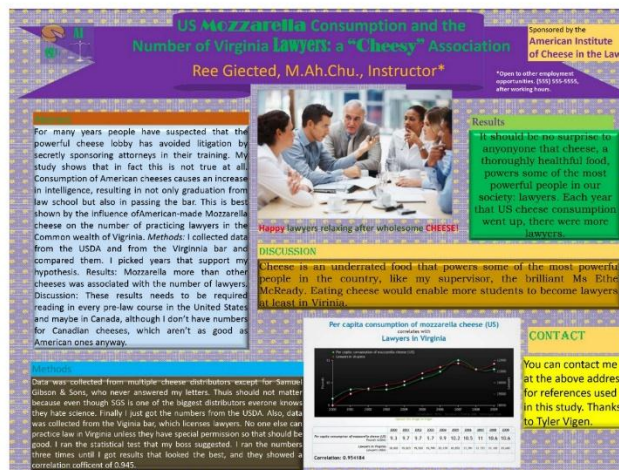
Structure of activity

- First language and “messaging,” then
- Visual communication
- Text content, sections, and layout
- Finally, presentation tips

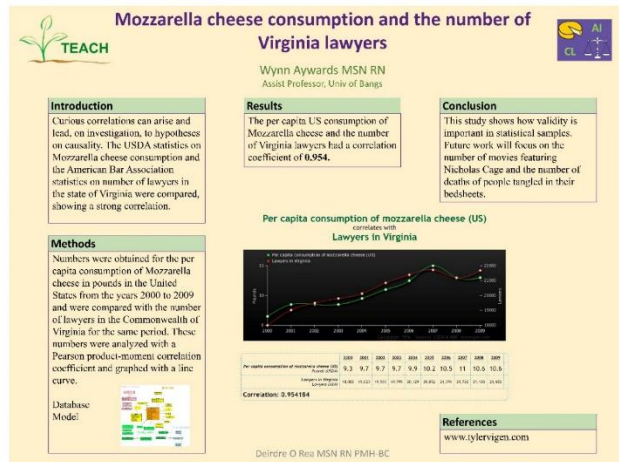


Examples from the handout "Bad cheese, good cheese"

BAD CHEESE /GOOD CHEESE POSTERS



Notes:



Notes:



What is a scientific poster?

- Visual communication tool: an illustrated abstract of your work
- Succinct but complete
- Includes:
 - Introduction/ background/ objective
 - Method
 - Results
 - Discussion/ conclusion
 - References
 - Acknowledgements

Guiding principles

- Focus on a single message
- Let graphs and images tell the story--not text
- Keep the sequence well-ordered and obvious



Focus on a single message

- Say it all in a strong title – simple statements are memorable- Think newspaper headlines
- Headings should convey the key points – See it in a hurry
- Readable at a distance of 3-5 feet; major headings from 10-15 feet away
- Use the strongest language your research will allow-attention grabbing



Language/ title example

- **Bad:**

“Avian Ecosystem Habitation Development: the Substitution of Extra-urban Recreational Tracts for Naturally-developed Biomes”

- **Good:**

“Can suburban greenways provide high-quality bird habitats?”



Visual communication

- Visuals should relate to the main point
- Extraneous information creates 'noise' that distracts



Example of excellent visual communication



Example of excellent visual communication



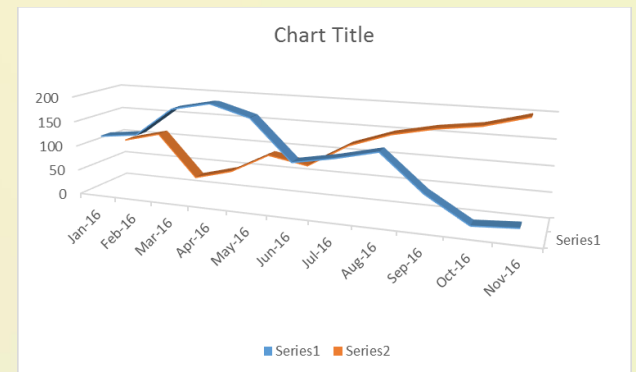
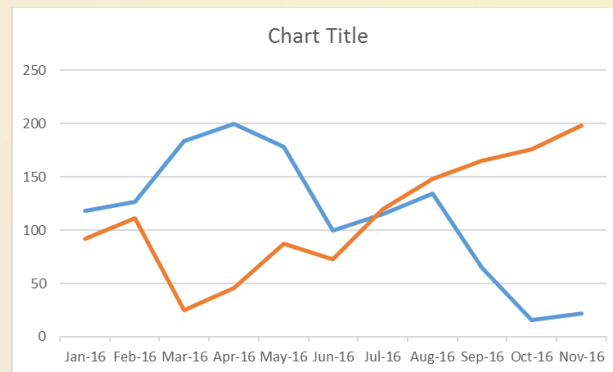
From *The Onion*



Let graphs and images tell the story

- Graphs, illustrations and photos are the centerpiece

- Use 2D
not 3D



- They communicate relationships quickly and directly

Graphs

- Use 2-dimensional graphs – lines, bars, pie charts – clean and simple
- Write explanations directly on figures if possible – avoid a key
- Title graphs to guide the reader
- Avoid dark backgrounds with light writing – harder to read

Keep the sequence well ordered and obvious

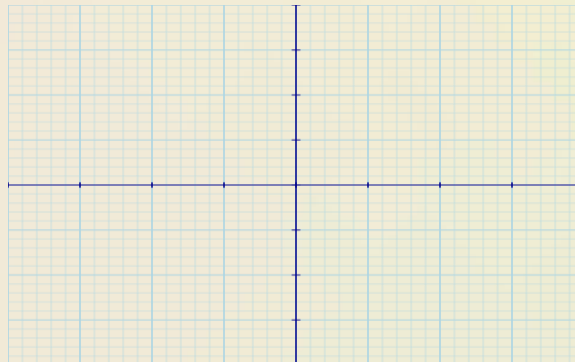
Visual Grammar

- Guides readers through the poster with a graphic hierarchy.
- **Achieved through:**
 - changes in font size
 - Columns – from top down (reader gravity) and left to right
 - Use of organizational cues – numbers, arrows, letters



Balance with White Space

- Have sufficient white space to provide clear cues as to how the reader travels through the poster
- Make poster symmetrical along a horizontal, vertical or diagonal axis



Text

- Aim for roughly 800 words- total
- Use an active voice
- Use phrases and bullets rather than sentences and paragraphs
- Avoid jargon and unnecessary acronyms



Sections

- Title – 1-2 lines
- Introduction - about 200 words
- Method – about 200 words – show a picture of a set up and mention type of statistical analysis
- Results- about 200 words – state if the experiment worked and use charts and graphs

Sections--continued

- Conclusion/Relevance of findings- 200 words - not including legends for graphs
- Literature- 5 citations max
- Acknowledgment – 40 words- Include conflicts of interest

Determine your Layout

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How to get started:

- Sketch your organizational plan on paper
- Write down the key ideas in each section
- Identify the figures/results that best convey your ideas in each section

Title Authors & Affiliations		
Intro/Motivation main point #1 main point #2	Results main point #1 main point #2 main point #3	Analysis main point #1 main point #2
Background main point #1 main point #2		Conclusions main point #1 main point #2
		Acknowledgments

Avoid

- *Italics (unless a trade or latin name)*
- **ALL CAPS**
- Title Case on All Headings and Statements
- Dark backgrounds with light writing

Opinions about Fonts

- Non-serif font for the title (Calibri or Arial)
- Serif font for body text (Times New Roman or Palatino. Easier to read in smaller font sizes)
- Bolded, larger font to demarcate sections
- Smaller font (down 2 points) when using numbers or acronyms
- Logos- Keep them small and circumscribed

Color Considerations

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Other tips: Color

- Use color to define relationships between different areas of the poster
- Use color to create coherence and guide the reader through your poster
- DON'T overuse color...too much variation will distract from the substance of your poster
- DON'T use color arbitrarily – the reader expects color to *mean something*, so they'll be confused if it's arbitrarily applied
- DON'T use a distracting background, and make sure there's sufficient contrast between the background and the text
- Beware shading of backgrounds...this sometimes doesn't show up well when enlarged to full poster size

Software

- Create a poster in MS Powerpoint
- Adobe Illustrator
- Photoshop
- InDesign
- Open source alternatives – Inkscape, Gimp and Gliffy or Lovely Charts for charts and diagrams

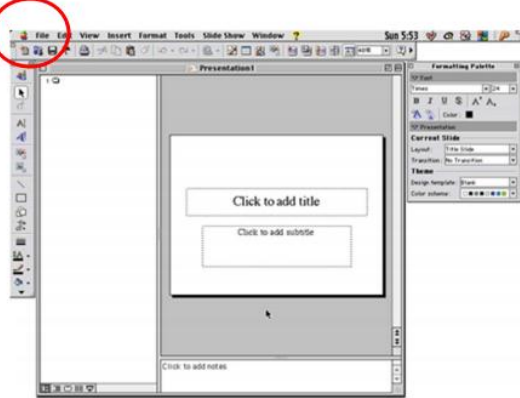


Powerpoint Basics

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How to get started:

Setting up PowerPoint:

Select "Page Setup" under File Menu → 

- Slides sized for: Custom
- Orientation of slides: Landscape
- Width of slides: 56 inches
- Height of slides: 28 inches
- Title: 90-120 pt, sans serif font
- Author: 48-60 pt. sans serif
- Headings: 70-80 pt. sans serif
- Main text: 36-40 pt. sans serif

Presentation Tips

- Speak to the person, not the poster
- Give a 2 sentence overview of why your poster is interesting
- If new people come mid-explanation, finish your explanation to the first ones there



Tips--continued

- Bring business cards!
- Bring copies of either the abstract or the poster on 8 ½ X 11 paper and pin to the bottom of the board
- Bring paper and pen
- Best poster formats are paper (rollable and in a tube) or fabric (roll or foldable in luggage)
- Bring handouts and freebies- magnets, candy



Be Creative!

- Use a tablet or smartphone to show a video or provide an audio if the topic is related to something you hear
- Is the topic related to something you can see and bring... bring it!
- The more senses you can engage, the more interactive your viewers
- **ALWAYS** thank your viewers for stopping by



References

Websites

- <http://colinpurrington.com/tips/poster-design>
- <https://www.ncsu.edu/project/posters>
- <http://guides.nyu.edu/posters>
- <http://www.owl.net.rice.edu/~cainproj/designing.html>
- <https://color.adobe.com>

Templates

- <https://carilionclinic.org/research-development>

Videos

- YouTube- search “scientific poster powerpoint

