

Designing and Submitting Conference Posters

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The Power of the Poster

- Purpose
 - Clear dissemination.
 - Typically less intimidating.
 - Stimulates interaction and discussion.
 - Invites constructive feedback.
 - Precursor to journal submission.

Types of Poster Presentation

- 4 major types:
 - Empirical study
 - Literature review
 - Evaluation
 - Case report/Case study

Plan Before Design (Considerations)

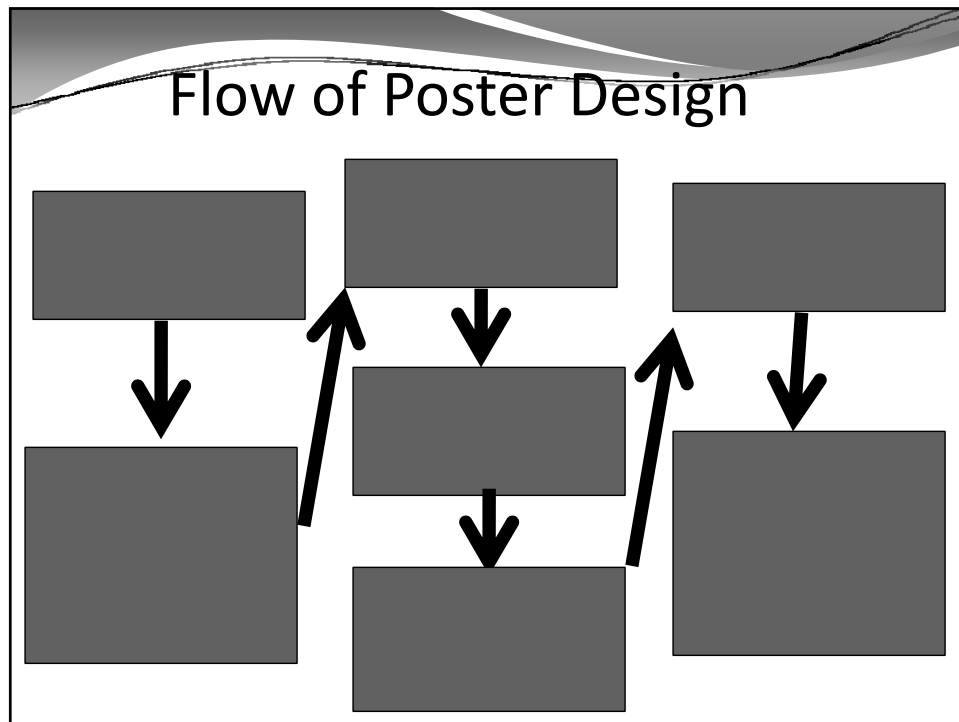
- Know your message.
- Know your audience.
- How much room do I have?
- How much money do I have?
- What milestones should I established?

Focus

- KISS
- Create a mock-up poster
- Select absolutely essential details

Layout

- Use visual grammar
- Use a column format
- Use organizational cues
- Use headings intelligently
- Use visual appeal
- Use white space creatively



Do's of Poster Creation

- Use a non-serif font (e.g., Helvetica) for titles and headings.
- Use a serif font (e.g., Times) for most text.
- Use 800 words or less.
- Use phrases rather than full sentences.
- Use an active voice.
- Use a light color background and dark color letters for contrast.

Don'ts of Poster Creation

- Avoid lengthy sentence structure.
- Avoid block of text longer than 10 sentences.
- Avoid the use of underlining.
- Avoid excessive use of acronyms.
- Avoid dark background with light letters.
- Don't forget your acknowledgments.

Title of Poster in Arial, Bold, 80-96 Points: Size 48 x 36

Lab Logo Names of Authors in Arial, 60 Points, Bold Institution Logo

Heading 1, Arial, 54 points, bold
Text in Arial, 40 points, Bold.

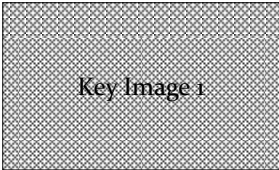


Figure 1. Caption in Arial, 36 points, bold.

Heading 2, Arial, 54 points, bold
Text in Arial, 40 points, Bold.

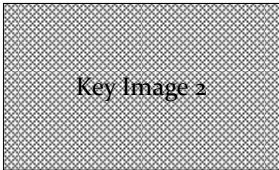


Figure 2. Caption in Arial, 36 points, bold.




Figure 3. Caption in Arial, 36 points, bold.

Heading 3, Arial, 54 points, bold
Text in Arial, 40 points, Bold.

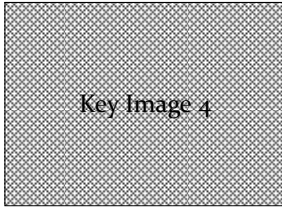


Figure 4. Caption in Arial, 36 points, bold.

Heading 4, Arial, 54 points, bold
Text in Arial, 40 points, Bold.




Figure 5. Caption in Arial, 36 points, bold.

Heading 5, Arial, 54 points, bold
Text in Arial, 40 points, Bold.

Acknowledgments (Arial, 40 points, bold)
Acknowledgments in Arial, 32 points, bold—try to keep to one or two lines,

References (Arial, 40 points, bold)
First reference in Arial, 32 points, bold, with a reverse indent: alphabetical or numerical order.

Just Do It!

- Open slide in PPT
- Select the Design tab to show page set-up.
- Once in page set-up, adjust height and width.
- In page set-up, select landscape as orientation.
- In Design tab, you can select background colors.
- Insert text boxes to include text.
- Change fonts as appropriate.
- Follow template closely.

References

Purrington, C.B. (2009). Advice on designing scientific posters.<http://www.swarthmore.edu/NatSci/cpurrini/posteradvice.htm>. Accessed [October 5, 2010].

Shelledy, D.C. (2004). How to make an effective poster. *Respir Care*, 49(10): 1213-1216.