How to Create a Poster

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A Poster is a Snapshot of your Work

- Choose your key message. Then formulate a title, a narrative and graphs to emphasize this message.
- Cover the key points of your work:
    1. The scientific problem and its significance: What is the problem and why should we care?
    2. Addressing the problem: What is your strategy?
    3. Experiment or model: What did you actually do?
    4. Results: What did you actually find?
    5. Conclusions: What does it all mean? Where could one go form here?
- Do not include all details of your work. Distill. Focus on your message.
- Edit and evaluate. Edit, edit and edit to reduce text.

The Title

- The best titles are short conclusions.
- Properly capitalize your title. Use this website to check whether you are correct:
  https://capitalizemytitle.com/

Text

- Explain quickly and clearly. Use simple sentences.
- Motivate why your work was done.
- Colored or **bold** text may help emphasize a point, but use it sparingly.
- Force line breaks that offer natural pause, such as a comma or a period.
- Balance layout by shortening sentences. There are many ways to say something and some ways are easier on the eyes.
- Do not attempt to include everything you know. Stick to the essentials.
- Place explanations conveniently. Embed simple diagrams next to relevant text.

– Reference the source of your data.

– If you changed the downloaded data significantly, explain what you did.

Graphs

– Use the figure title to convey the main message of the figure.

– Label the axes.

– Include only relevant information in your graph.

– Use grids sparingly.

– Highlight regions of interest with a solid color or grey.

– Mark important observations. Annotate outliers.

– Do not use pie charts, use bar charts instead.

– Anticipate the questions of your audience and answer them.

– Look for opportunities to include key observations in the figure.

Colors

- Create a palette. A palette is a collection of colors that work well together. Use only these colors on your poster (except for logos).

- Create a color palette that is also suitable for colorblind people. Here is some useful advice: https://davidmathlogic.com/colorblind/#%23D81B60-%231E88E5-%23FFC107-%23004D40

- Another website that will help you create a colorblind palette: https://colorbrewer2.org/#type=sequential&scheme=BuGn&n=3

Visual Hierarchy

- Everything is important, but some things are more important then others.

- Establish a visual hierarchy by emphasizing your hypothesis, conclusion and the key points that connect them.

- Move technical details, references and acknowledgements to the bottom of the poster. Include only **key** technical details and references.

- Always be mindful of what the reader needs to know to understand enough to ask insightful questions and give that information.

Clean Design

- Create alignment guides and use them consistently. The eye will even find small misalignments. Misalignments look unprofessional.

- Use negative (empty) space to balance your texts and visual elements.

- Guide the reader from one frame to another in a logical fashion from beginning to end.

Date Formats

If your poster is in English, use English date formats.

- – If you chose American English for your poster, use the follwong date format:
  November 22, 2023

- – If you chose British English for your poster, use one of the following:
  22 November 2023 or **22nd November 2023**
  Be consistent!

Further Reading on Posters and Visualization

– Effective Poster Design for Science Communication:
  http://mkweb.bcgsc.ca/poster.design/
– Cole Nussbauer Knafic (2015) Storytelling with Data
  https://primo.bibliothek.kit.edu/permalink/f/
  coi3a3/KITSRC452064090