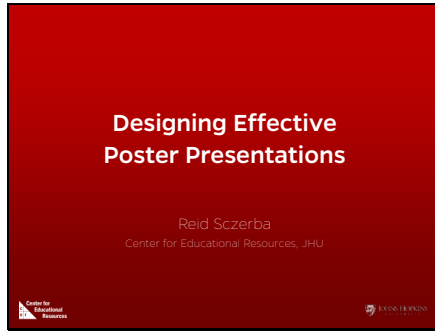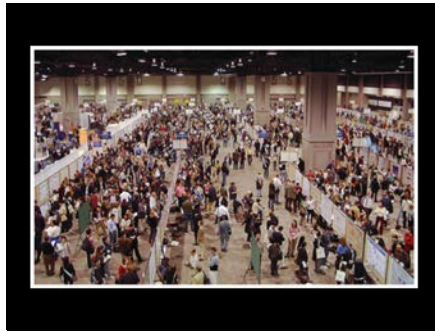Slide i

Designing Effective Poster Presentations
Presentation slides

Slide ii
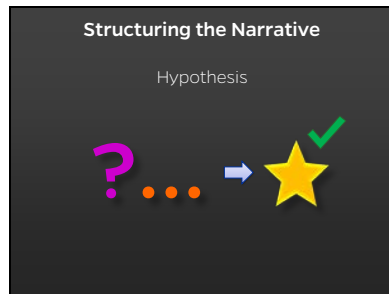

The potential poster presentation atmosphere. How can one stand out?

Slide iii
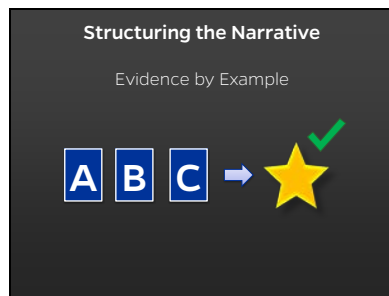
Slide iv

**Structuring the Narrative**

Hypothesis

Typical scientific posters use **hypothesis** and experimentation to prove or disprove the research and lends itself well to a narrative arc structure. But here are other ways to structure a narrative through argument or examination
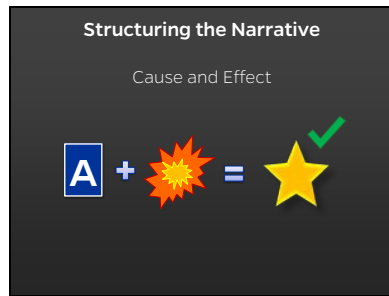
Slide v

Structuring the Narrative

Evidence by Example

A B C

In building **Evidence by Example** you give concrete illustrations that provide a convincing argument supporting a thesis.

Slide vi

Structuring the Narrative

Process Analysis

1 2 3
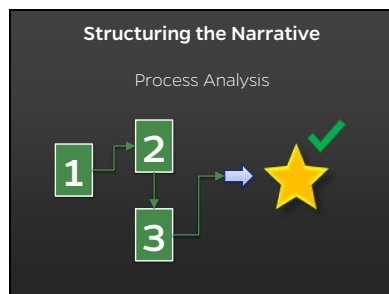
Process Analysis is a demonstration either of how something works, for example, cell mitosis, or of how to do something, like edit a Wikipedia article.
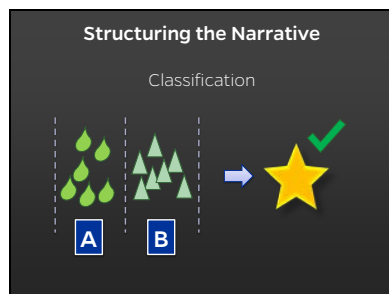
Slide vii

Structuring the Narrative

Cause and Effect

A + 💥 = ⭐✓

Cause and Effect focuses on what creates a particular outcome.

Slide viii

Structuring the Narrative

Compare and Contrast

Compare and Contrast uses a comparison of like and unlike things to explore an idea and how it fits into a bigger construct.

Slide ix

**Structuring the Narrative**

Classification

A   B

Classification can help the audience sort through and understand detailed information or ideas by grouping them.

Slide x

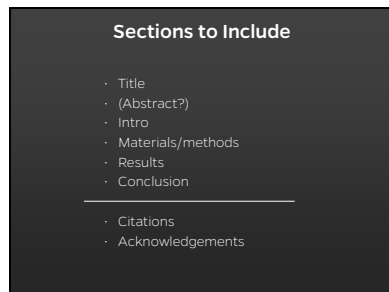**Structuring the Narrative**

Deductive

A
B } therefore ➡ ⭐ ✓
C
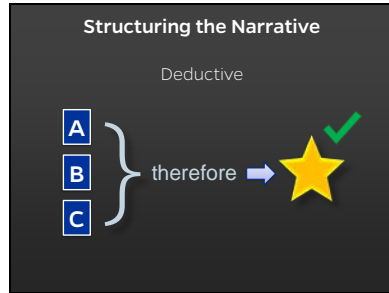
With a **Deductive** process you accumulate evidence to make a useful generalization.

Slide xi

Structuring the Narrative

Definition/Redefinition

⭐ ↻ ⭐ = ⭐ ✓
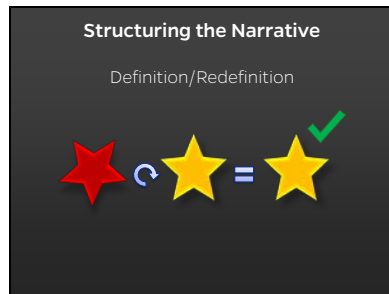
Definition is used when a subject requires the understanding of terms, ideas, or phenomena, while **Redefinition** gives new understanding or new meaning to a topic.
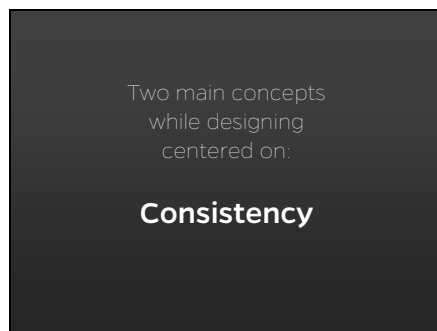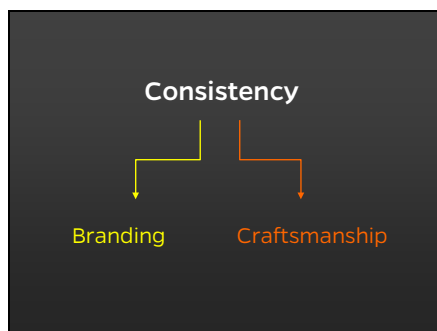
Slide xii

Sections to Include

· Title
· (Abstract?)
· Intro
· Materials/methods
· Results
· Conclusion

_____

· Citations
· Acknowledgements

Slide 1

Design Considerations

Slide 2

Two main concepts
while designing
centered on:

Consistency

Slide 3

Consistency

Branding   Craftsmanship

Being <u>consistent</u> with the design in your presentation adds 2 qualities to your presentation;
It gives the sense of a <u>branded</u> presentation which can make it memorable
And <u>craftsmanship</u> makes it clear and professional.
First, let's talk about branding consideration which is where the creativity lies. It all starts with establishing design "rules" in your presentation.
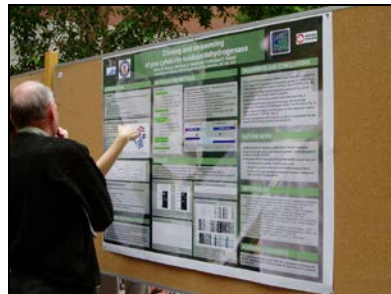
Slide 4

Branding is important to keep the look of the poster consistent and memorable.

You can choose a variety of elements but make sure you don't lose sight of the big picture
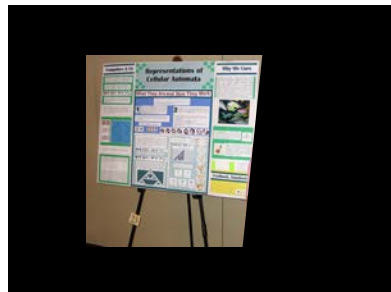
Slide 5

Good
-Consistent headers
-Consistent colors
-Consistent font choice

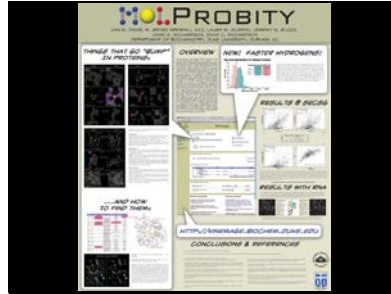Slide 6

Bad
-Not much consistency
-Layout is jumbled or cluttered

Slide 7

This is an example of a poster that uses <u>memorable elements</u>
But the use of memorable elements has to be used wisely. Here you can see that the Overview section is a little hidden.
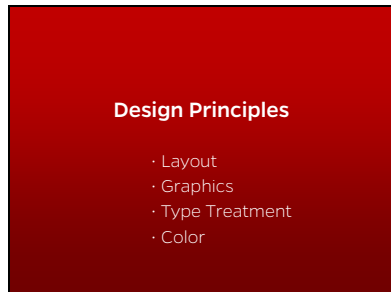
Slide 8

With poster presentations, you only have one very large display so you have to make it look professional, which brings us back to craftsmanship.
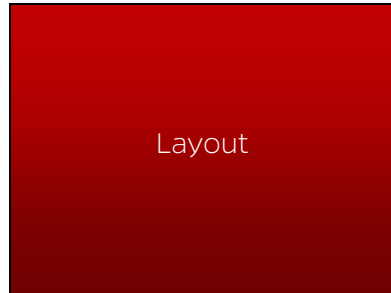
Good craftsmanship shows that you care about presenting your subject in the best light and that you should be taken seriously

Slide 9

The design principles that I will describe can be used in a variety of other mediums, from PowerPoint presentations, to brochures and beyond.
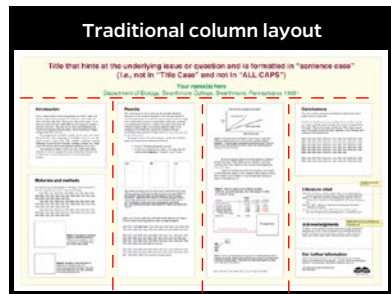
Slide 10

In a poster presentation you will have designated sections that orient your reader to your content.

The sections of the poster (abstract, intro, results, conclusion, etc) act as a way for a viewer to be guided through your presentation sequentially.
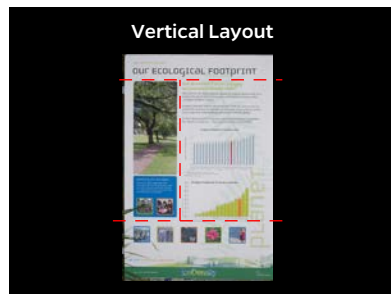
Slide 11

The traditional column or grid layout is a universal approach that can bring a sense of flow for your viewers.

Viewers can start from the left and progress thru your content by reading to the right.
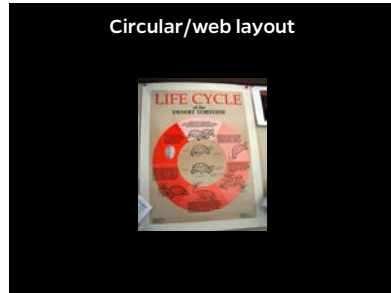
Slide 12

Sometimes a vertical layout is required for an event.

You can still make use of a column layout but perhaps you can use an additional row or two to add supplemental content.

Slide 13

Circular/web layout

LIFE CYCLE

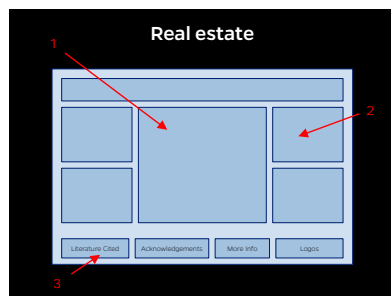This can be an eye catching unique approach but it depends on your subject matter.

This less orthodox format/layout can see use for humanities subject matter that lends itself to a sequential approach

Slide 14

The grid doesn't have to be visible

The grid doesn't have to be visible

Slide 15

Real estate

Setting your layout to have a focal point can be useful in giving the most space for your main points.

In this case, center view is the prime real estate for your main analysis
2nd is the intro, conclusions, materials, etc.

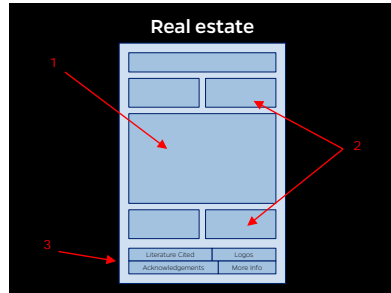The acknowledgements and logos can be placed out of the way on the bottom.

Slide 16

Setting your layout to have a focal point can be useful in giving the most space for your main points.

In this case, center view is the prime real estate for your main analysis
2nd is the intro, conclusions, materials, etc.

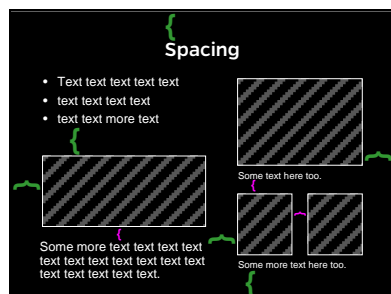The acknowledgements and logos can be placed out of the way on the bottom.

Slide 17
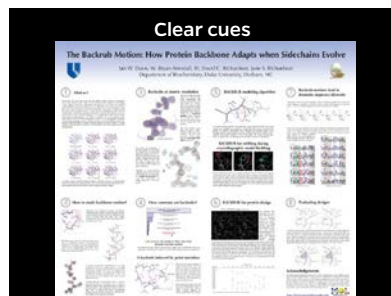
Visual cues can help guide a viewer through the content.

If you find that your content doesn't happen to be balanced enough to fit within a perfect grid, then using numbers or letters can help keep the viewer from getting lost in your research.

Slide 18

Be mindful of the empty space between content items to ensure that your sections align well in your poster. This adds to a poster by giving it a clean an organized look.
Here the vertical space units size are all the same.
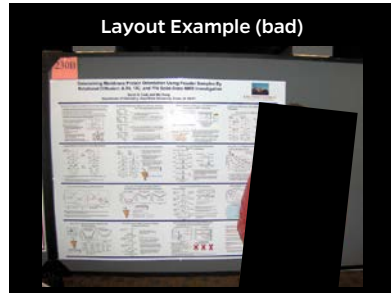That unit size is reused for the top and bottom margin giving us a frame for the slide.
Here we see ½ of the unit size used to separate the content items vertically. We can also see that smaller spacing unit reused to separate two images.
Content that is close in proximity to other content, makes it appear that the content should be related.
By using more space to separate the content items, you can make subsections or new sections altogether.
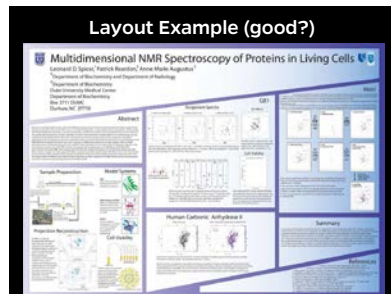Visual Hierarchy plays a role here.

Slide 19

Layout Example (bad)

Whats wrong here?
-Horizontal grid doesn't work well
-No visual hierarchy
-No focal point

Slide 20

Layout Example (good?)
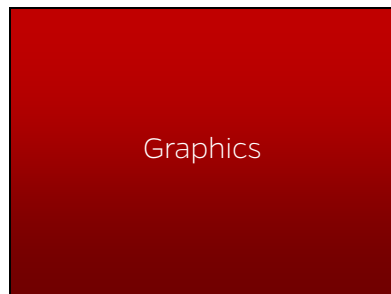Multidimensional NMR Spectroscopy of Proteins in Living Cells

Good or bad?
Mostly good

Slide 21

Graphics

Use as many interesting images you can get your hands on.

Despite how interesting your research is, images will always be the first thing that is seen by a passerby.
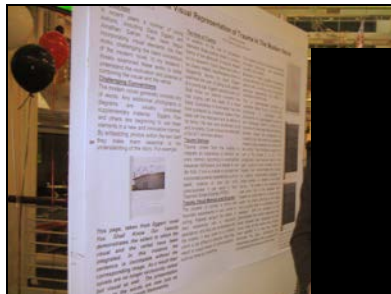
Slide 22

A picture is worth a 1000 words.

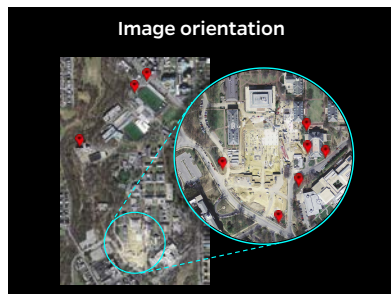Your graphics will attract attention

Altho images should be large enough to dicipher from 6 feet away

Slide 23

What's missing here?

Slide 24

You can use tricks if the image is too detailed to be as large as you want it.

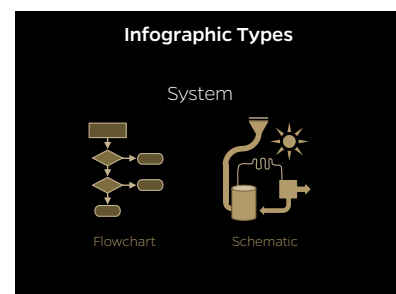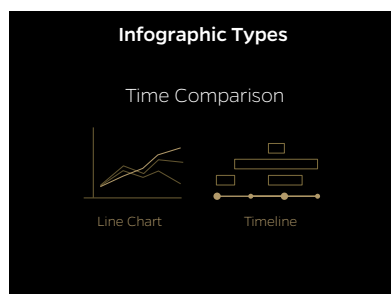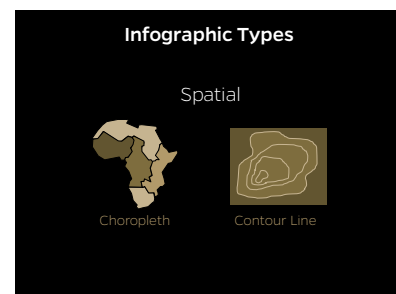This will help maximize your space for more materials.

Slide 25

Borders for images

Edges of an image can blend into the background.

To <u>clearly define the edges of an image,</u> add a border or a shadows will also work well.

Images with <u>clearly defined edges,</u> whether it has a border or not, <u>look nicer</u> and <u>will align better within your layout</u>.

Slide 26

Infographic Types

Distribution

Histogram   Box & Whisker

Infographic Types

Parts to a whole

Pie Chart   Donut Chart   Treemap

Infographic Types

Relationship

Venn Diagram   Scatter Plot

Infographic Types

Spatial

Choropleth   Contour Line

Infographic Types

Time Comparison

Line Chart   Timeline

Infographic Types

System

Flowchart   Schematic

Slide 27

Too much data!

Afghanistan Stability / COIN Dynamics

Showing too much data with charts, graphs, and infographics will obscure the message and may confuse the viewer. Simplify the message and choose an appropriate way to display that message.

Slide 28

3d Graphs vs 2d Graphs
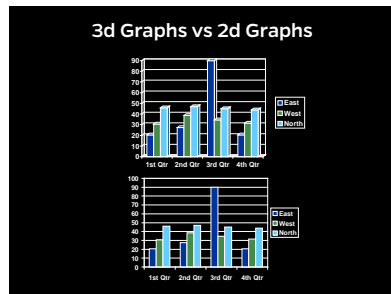
3d graphs can confuse the data being presented.
It is better to use simple 2d graphs because they can be easier to read.

Slide 29

No Stacking   NOT MUCH BETTER   Rotate Instead

Considering graphs, the y-axis text should be rotated, not stacked.

Slide 30
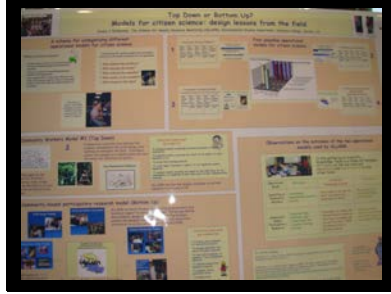
What when wrong

Slide 31

Whats good here?
What might not be so good.

Slide 32

Type Treatment

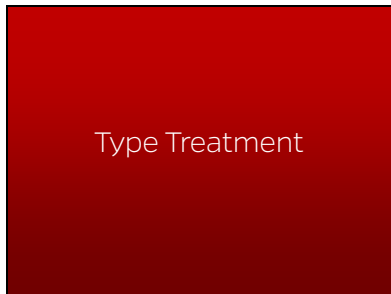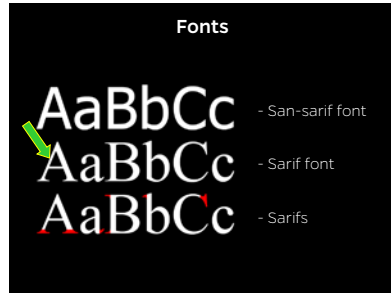Just as with powerpoint, the type treatment can help bring emphasis to your content.

Slide 33

Fonts

AaBbCc — San-sarif font
AaBbCc — Sarif font
AaBbCc — Sarifs

2 main types of font faces Sarif and San-sarif.
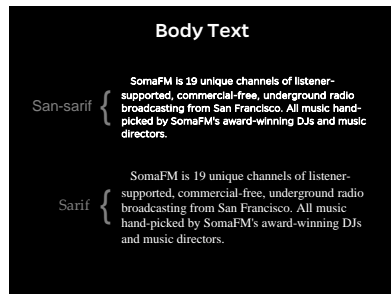San-sarif fonts are <u>easier to read at a distance</u> and should be used a <u>majority of the time</u> in PowerPoint presentations.
Sarif fonts have little graphic shapes.
Sarif font could still be <u>used in titles</u>
Sarif fonts most of the time have <u>thick and thin elements</u> which again makes it <u>harder to read</u> at a distance (some San-sarif fonts do too). Script fonts are notorious with thin elements of a letter.
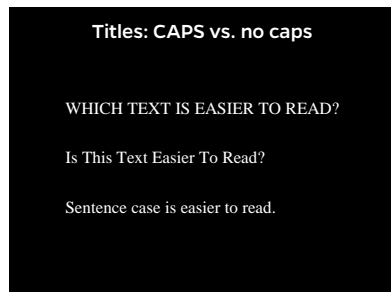
Slide 34

Body Text

San-sarif { SomaFM is 19 unique channels of listener-supported, commercial-free, underground radio broadcasting from San Francisco. All music hand-picked by SomaFM's award-winning DJs and music directors.

Sarif { SomaFM is 19 unique channels of listener-supported, commercial-free, underground radio broadcasting from San Francisco. All music hand-picked by SomaFM's award-winning DJs and music directors.

San-sarif fonts have a more modern look to them, but a sarif font can be easier to read in large amounts.
That's why novels and most newspapers use a sarif font.

Slide 35

Titles: CAPS vs. no caps

WHICH TEXT IS EASIER TO READ?

Is This Text Easier To Read?
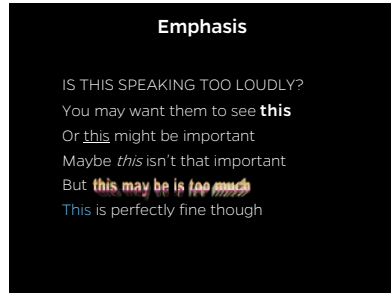
Sentence case is easier to read.

All caps and capitalizing the first letter in titles make the titles a little hard to read. In a poster presentation, typically the audience will glance at a title and it using capital letters in a line of text, takes the viewer slightly longer to read.
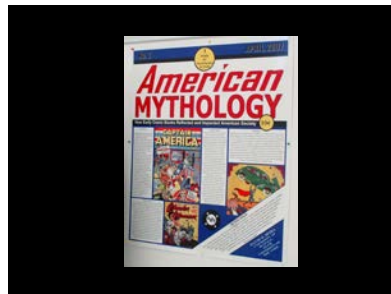
Slide 36

Use emphatic type treatments to attract your audience to content.
It helps to add to the visual hierarchy for headers and titles
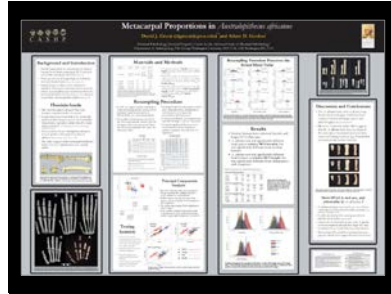
Slide 37

-varied use of font makes sense here because of the layout theme/style that was used.
-font choice for "BIOBLITZES" is hard to read but its treatment is interesting enough to elicit attention.
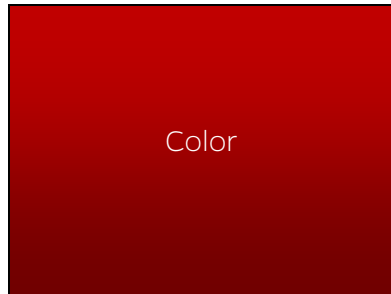-title is short and sweet

Slide 38

-nice vertical layout that mimics its subject
-eye catching title (short and sweet)
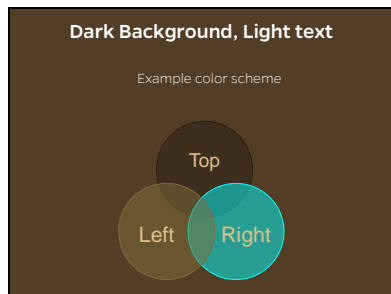-the columns aren't consistent tho.

Slide 39

- This example has a nice header that uses different type treatments to generate a hierarchy of info that effectively breaks the header down into bit-size piece.
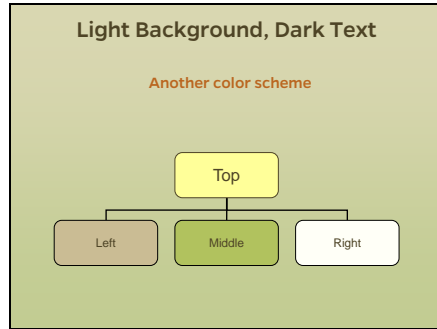
Slide 40

Just as with type treatment, color can help attract attention to your content.

Slide 41

Dark colored backgrounds use a lot of ink when printing and can slightly bleed if printed on lower quality paper. Not too much a concern

Slide 48

Light Background, Dark Text

Another color scheme

Top

| Left | Middle | Right |

Light background are more common.
<u>Be sure to keep the contrast high between</u> for the text and the background. If you squint your eyes and content is hard to see (like Left and Middle boxes here) then it is time choose more contrasted colors.
Use <u>more muted</u> (less vivid) colors in your presentation because it can work well for design elements, such as text backgrounds, borders, etc. and looks more sophisticated most times.

Slide 49

Transporting your Poster

Large printouts = Tubes
Modular = Carrying case or Portfolio

Other items to bring with you
– Pushpins
– Velcro strips
– Glue stick
– Wite-out and black pen to fix tybo's

There are two main methods for creating posters; large printouts, and the modular form. With either method there may be a different set of tool that you may need to bring with you, as well at ways to transport the posters safely.
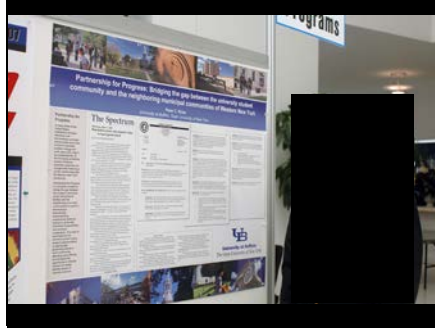
Slide 50
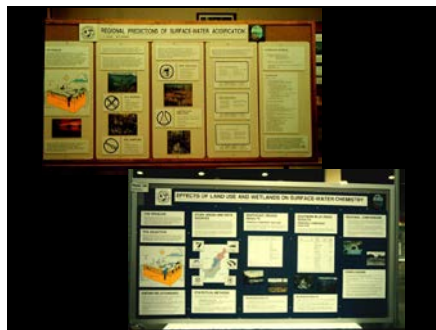
This is the modular form which can be a useful approach.
In the case of a live experiment that may be ongoing, you can quickly swap out panels to update the information on the status of the current experiment.
This method gives you a little less options for designing and usually takes up more space.

Slide 51

The large print out method has a nice unified look and usually allows you full creative freedom in laying out your content.
Altho, you are not able to edit any portion of the poster without it becoming less professional looking.

Slide 52

Presenting your Poster

· Appearance
  – Dress
  – Name tag
  – Demeanor

· Prepare a one-sentence overview.
· Do not refer to notes.
· Speak to your viewers.

Bring business cards, copies of papers or manuscripts and shrunken version of poster.
If you must leave your poster, affix a note alerting any viewers to your expected time of return.
Thank your viewers for visiting. If they have stayed more than 4 minutes, you have succeeded.

Slide 53
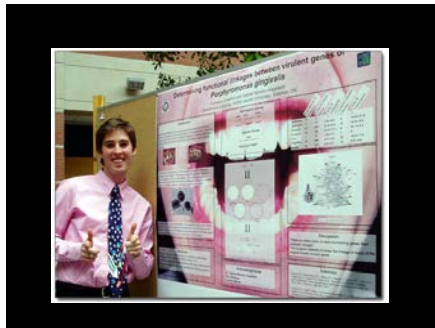
Parting image: memorable poster and presenter.