

PULLING OFF A POSTER PRESENTATION

A GUIDE TO A SUCCESSFUL
SCIENTIFIC POSTER PRESENTATION



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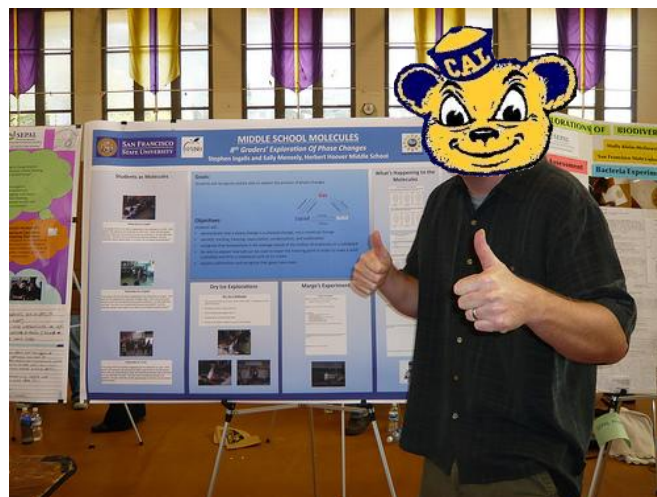


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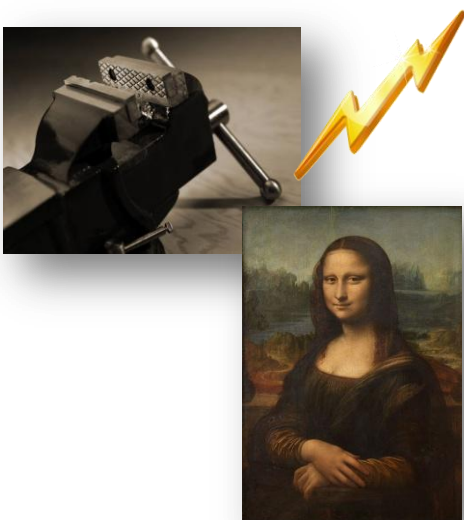
The purpose of a poster presentation

Rapid, concise, and visual communication is the purpose of a scientific poster (Hofmann, 2010).

When you are presenting, visitors will stop as they are drawn to your poster's content and its appealing visual design. You then engage your interested audience as you explain your research, ask for feedback, gather new ideas, and forge research connections.



To facilitate this positive interaction, remember this:



rapid ...

convey your research quickly and clearly

concise ...

express your findings succinctly

visual communication ...

draw an audience with appealing design, and use figures, graphs, and illustrations when possible

Keep these principles in mind for every step of poster preparation.

Check out these
sample poster presentations
<http://www.flickr.com/groups/368476@N21/pool>
<http://eposters.net/>

1. Prepare content

1.1. Follow a content template

A sample template for writing your poster content (Divan, 2009; Hofmann, 2010).

Title	Good titles capture the research topic, its approach, and the results. Include authors' names, institutions, and contact details.
Introduction	State your research question and objectives clearly. Be brief. Provide a background of the topic - particularly, the need for your research and the relationship of your study to other published research. Give an overview and a justification of your experimental methods.
Materials and methods	Try explaining your experimental procedures with illustrations like flow charts or reaction diagrams.
Results	Typically, this section has the most content. Use photographs, figures, graphs, and tables when possible.
Conclusion	Summarize the main findings and provide interpretations.
Further questions / Future research	Offer suggestions for future exploration.
References (if used)	Give reference citations to the scientific literature used. Here's a quick guide on preparing citations in the American Chemical Society style: http://tinyurl.com/263l2v8
Acknowledgements (optional)	Thank others for their research assistance, funding, supervision, or other contributions.
Further information (optional)	For example, URLs to supplementary materials.

(Optional) **Consider preparing a handout** so that your audience may review your research after the presentation. Try printing your poster in miniature. The other side of your handout may provide research details and your contact information.

1.2. Adhere to constraints

Follow the poster content requirements specified by your scientific meeting or instructor.

Write according to your audience's level of understanding.

Do not exceed size restrictions (e.g., 42 x 48 inches maximum).

Aim for less than 200 words per poster section (Purrington, 2010).

Stay within budget. Color printing costs for large posters may be expensive.



1.3. Writing tips

Focus on a central message throughout the poster and leave out unrelated details.



Try to use language that is understandable by a general scientific audience. Acronyms and abbreviations may need to be defined.

Avoid long sentences. Try using:

- bullet points that emphasize the main concepts
- tables and visuals like figures, flow charts, and graphs
- images or photographs

4. Use visual explanations

Illustrations, photographs, flowcharts, figures, graphs, and tables can explain a lot in a little space.

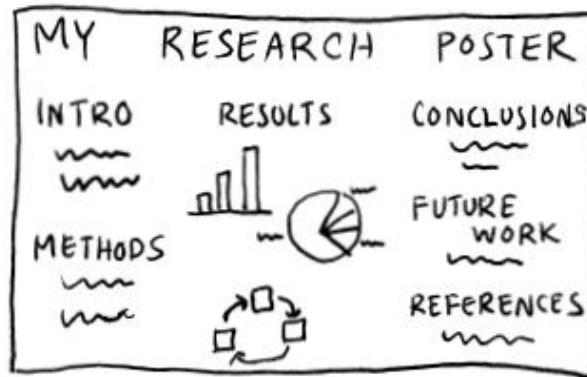
Add descriptive titles and legends for visuals.



2. Design your poster

2.1. Choose a poster layout

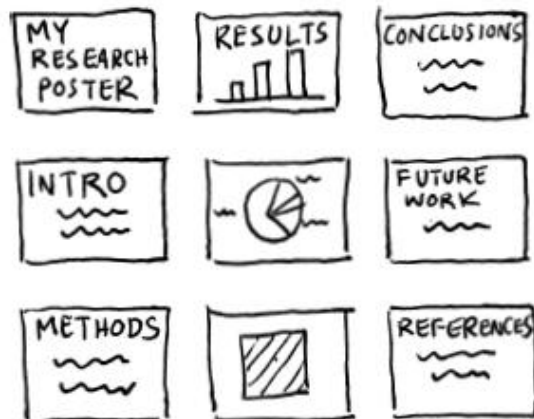
SINGLE SHEET OF PAPER



Pro: This layout is common at scientific meetings.

Con: Requires a large format printer available at special printing facilities. The cost may exceed \$50 easily, sometimes to the tune of several hundred dollars.

MULTIPLE PANELS



The content is divided across panels that usually fit on letter size paper (8.5 x 11 inches) (Mandoli, 2007).

Pro: Printing letter size poster panels is relatively inexpensive and the printers are readily available.

Con: This layout is less common at professional scientific meetings.

3. Construct your poster

3.1. Use software

1

Try drafting your poster design on paper first.

2

Pick a software tool.

Here are some choices:

- Presentation software like Microsoft PowerPoint, Keynote, or OpenOffice Impress (free software)
- Print and digital publishing software like Adobe InDesign (this software is available at campus Microcomputer Facilities)
- Document preparation systems like LaTeX (free software)

3

When you begin, try setting the size of the slide or canvas to the actual dimensions of your poster.

If you create a smaller poster and then print at a larger scale (e.g., 300%), the text and images may become blurry and pixelated.

4

Create the poster.

- Graphics editing programs are helpful for drawing figures and other illustrations. Try Adobe Photoshop or GIMP (free software). Afterwards, insert your images into the poster.
- Create graphs with spreadsheet applications like Microsoft Excel.
- Download UC Berkeley logos and seals at:
<http://identity.berkeley.edu/downloads/>

Format text for ease of reading

Emphasize text with different styles and sizes.

Try these settings so that headings stand out in single sheet posters (Hofmann, 2010):

- *Title*: 90 point, boldface
- *Subtitles*: 72 point
- *Section headings* (Introduction, etc.): 32 to 36 point
- *Other text*: ideally 22 to 28 point

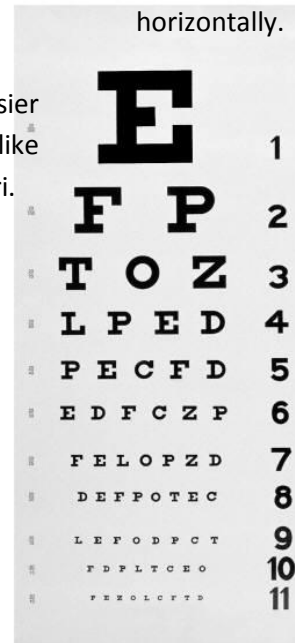
Crowded text is hard to read. Try line spacing at 1.15, 1.25, 1.5, or double spacing.

Text in formulas, legends, and illustration labels should be sufficiently large.

Large headings may be easier to read in sans-serif fonts like Arial, Helvetica, and Calibri.

Avoid large blocks of text. Lists of sentences may be easier to read.

For graphs, y-axis labels are easier to read when aligned horizontally.



Remove visual clutter

Leave empty space between sections.

Remove grid lines in graphs.

Bright colors and backgrounds may be distracting. Use sparingly, and try muted hues.

An Efficient Biomechanical Tongue model for Speech Research
Florian Vogt, John E. Lloyd, Stéphanie Buchaillard, Pascal Perrier, Matthieu Chabanas, Yohan Payan, and Sidney S. Feis

Introduction
The tongue is a complex structure of the vocal tract. Simulation of the vocal tract involves description of: Speaking, Chewing, Swallowing, Breathing.

Motivation / Applications
The tongue is a complex structure of the vocal tract. Simulation of the vocal tract involves description of: Speaking, Chewing, Swallowing, Breathing.

Related Work on Tongue modeling
Payan / Peyrot (1997), Peyrot / Payan (1997), Wang / Honda (2002), Wilhelmsen / Kuhl (1999, 2003), ICF Model (Garrat et al., 2006).

Adaptation of ICF model (Garrat et al., 2006)
Substitutes two 1700 tetrahedral elements. Boundary conditions: fixed nodes for jaw, hyoid, oropharynx attachment.

Muscle Activation (Payan Perrier 1997)
Muscle forces are applied between selected nodes for each flexor segment.

Accuracy Evaluation
Comparison with X-P MANDIBLE reference model for muscle activation tasks:
1. anterior geniohyoid (2.0%), 2. anterior digastric (2.3%), 3. hyoglossus (1.0%), 4. hyomandibular (1.0%), 5. inferior longitudinal (0.3%).

Result: Accuracy
Measured displacement error: 0.1 - 0.4 mm.

Result: Speed
ANSYS HyperMesh: 1.600 real-time (software warning: 1/10 real-time). Using PARICHO: Direct Tetrahyr Pentahydr 4 - 1.800s, Area 1.0.

Ongoing work
Model specific speech tasks. Interactions with other structures: integrated model with oral pharynx (Dierkens et al., 2004). Collaborate with Jean and Patrick (see the Dierks et al., 2004).

Human communication technologies, Department of Electrical & Computer Eng. University of British Columbia, ICP Institut de la Communication Parlée CNRS - IJHG, Grenoble, Laboratoire TIAC-GMCAO, CNRS, Grenoble, 中国科学院声学研究所

3.3. Edit and evaluate

Print your draft poster scaled down to letter size paper.

Share with colleagues for their help with editing extraneous or confusing content.

Check that your work follows your presentation requirements.

Here are checklists for evaluating your poster:
<http://tinyurl.com/287oe8a>



3.4. Print your poster

Create a PDF version of your poster so that other computer platforms can open, view, and print.

Find a printing service for single sheet posters.

- The UC Berkeley College of Chemistry offers poster printing. Details at: <http://glab.cchem.berkeley.edu/glab/posters.html>
- Another poster printing service is the Scientific Visualization Center located in the Valley Life Sciences Building. Details at: <http://svc.berkeley.edu/>
- Search online or browse a phonebook for other poster printing facilities.



4. Present your poster

4.1. Transport and set up

Transport your poster carefully. Use a poster container to avoid crushing.

Mount your poster with thumbtacks, pushpins, or tape.

Place handouts on a table or in an envelope attached to the poster board. Share your business cards as well.

4.2. Presentation tips

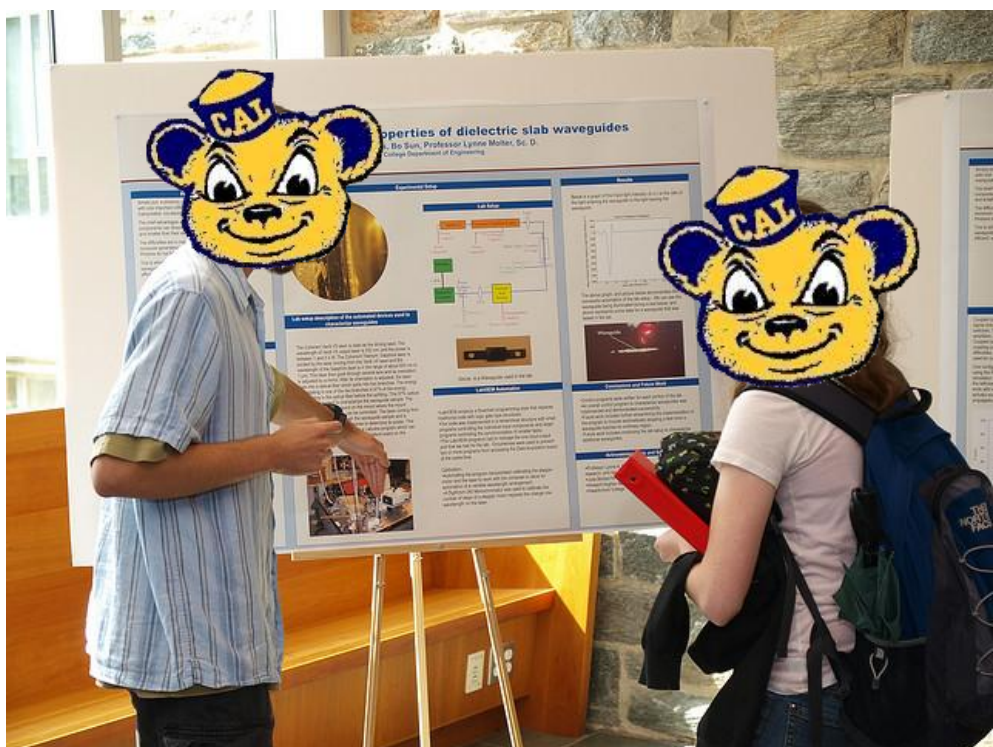
Give visitors a one-sentence summary of your research results and their relevance (less than 30 seconds). It may help to point to a figure and then explain (Purrington, 2010).

Stand next to your poster, smile, and make eye contact with visitors. Let your enthusiasm show. Thank your audience afterwards.

Take time to visit other poster presentations at your meeting, and learn from them.

Practice a short talk to explain your research (less than 5 minutes).

Prepare responses in advance to questions you anticipate. Why X conditions? What do the results mean for Y?



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