So Your Poster Got Accepted -- Now What?

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How would you react if you encountered a poster that looked like this?

Posters present a challenge

- Audiences
  - Make decisions quickly
  - Come and go
- Posters must be lean and clean
  - Accessible
  - Comprehensible
  - Attractive
- Posters must stand alone

Agenda

- Review design principles
- Apply design principles to poster
- Present poster with confidence
<table>
<thead>
<tr>
<th>Design for the audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Why are they interested?</td>
</tr>
<tr>
<td>What are their backgrounds?</td>
</tr>
<tr>
<td>How will they benefit?</td>
</tr>
<tr>
<td>What are their questions?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>What's the research story?</th>
</tr>
</thead>
<tbody>
<tr>
<td>• What problem are you investigating?</td>
</tr>
<tr>
<td>• Why is it important?</td>
</tr>
<tr>
<td>• What's your objective? research question?</td>
</tr>
<tr>
<td>• What's your approach?</td>
</tr>
<tr>
<td>• What are your results/conclusions?</td>
</tr>
<tr>
<td>• How can your work be extended or applied?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Make the story accessible</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Provide gist</td>
</tr>
<tr>
<td>• Use informative headings</td>
</tr>
<tr>
<td>– Generic: Results</td>
</tr>
<tr>
<td>– Topic-oriented: Cell Proliferation Results</td>
</tr>
<tr>
<td>– Informative: Cells Display Exponential Growth</td>
</tr>
<tr>
<td>• Reduce jargon/acronyms</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Visualize “the story”</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>L-to-R flow in vertical columns</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title &amp; Authors</td>
</tr>
</tbody>
</table>

![Diagram of controlled morphing using mass distributions](image)
Contrast

- Size
- Shape
- Color
- Shade
- Proximity

Hierarchy

Enables audience to discern relationships

Bulleted List Layout

- This is a primary bullet.
- This is a secondary bullet.
  - This is subordinate to the bullets above it.
  - This is subordinate to the bullets above it.
- This is a primary bullet.
Bulleted List Layout

• This is a primary bullet.
  • This is a secondary bullet.
    • This is subordinate to the bullets above it.
    • This is subordinate to the bullets above it.
• This is a primary bullet.
  • This is a secondary bullet.

White space

Directs gaze

Therapeutic Systems and Technologies

• Dorin Panescu, Chair, Refractec Inc., Irvine, CA
  • Chair, Cardiac Catheter Ablation

• Jean-Yves Chapelon Ph.D., INSERM, Lyon, France, High Intensity Focused Ultrasound for Prostate Tumor Ablation

• Rahul Mehra Ph.D., Medtronic, Inc. Minneapolis, MN, Cardioverter-defibrillators, Tachyarrhythmia Research

• Tim McIntyre M.S., Manager, St. Jude Medical, St Paul, MN, Medical Device Industry R&D and Management

• John Pearce Ph.D., ECE Department, University of Texas, Austin, TX, Electromagnetics and Acoustics Applied to Medical Devices

• Kouros Azar M.D., B.S.BME, Thousand Oaks, CA, Reconstructive Surgeon

• Reese Terry M.S., Co-founder/Board Member Cyberonics, Inc., Houston, TX, Neurostimulation Devices

Text

• Legible
  • Large
  • Succinct
  • Parallel
  • Conservative
  • Consistent
### Sans serif font best

<table>
<thead>
<tr>
<th>Good for posters</th>
<th>Good for print</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sans Serif</td>
<td>Serif (“tail”)</td>
</tr>
<tr>
<td>Arial</td>
<td>Times New Roman</td>
</tr>
<tr>
<td>Helvetica</td>
<td>Courier</td>
</tr>
<tr>
<td>Calibri</td>
<td>Garamond</td>
</tr>
</tbody>
</table>

### Large font sizes

<table>
<thead>
<tr>
<th>Title</th>
<th>90-120 pt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headings</td>
<td>36-54 pt</td>
</tr>
<tr>
<td>Text</td>
<td>24-36 pt</td>
</tr>
<tr>
<td>Captions and data labels</td>
<td>18-20 pt</td>
</tr>
</tbody>
</table>

### Advantages of optical imaging

**Optical methods are advantageous** over conventional modalities because they allow functional, real-time imaging of tissues at higher resolutions, are quantitative, noninvasive, and cost-effective. Moreover, optical imaging poses no risk of ionizing radiation to the patient.

### Fat text → lean text

**Advantages of optical imaging**
- Functional, real-time
- Higher resolution
- Quantitative
- Noninvasive
- Cost-effective
- No risk of ionizing radiation to patient

### Selecting a palette

[Link to Colourlovers.com palettes](http://www.colourlovers.com/palettes) | [PowerPoint's RGB Slider](#)

### Color

- High contrast
- Culturally appropriate
- Emphasis
- Coherence

[Image source: iStockphoto.com](#)
Visuals

- Relevant
- High quality
- Cropped
- Scale bar
- Caption
- Labels

Data display

- Size
- Colors
- Labels
- Units
- Chart junk
Results

Excel's Defaults
Yield
Bad Graphs

Cell Density Higher in Treated Wells

1st quarter most profitable

Revenue

Change PPT Chart Defaults
China generates highest total revenue for 2010

Quote research subjects

Communication Important in Performance Reviews

Employee realized communication is important in reviews.

1. "My ability to communicate was highlighted as my main strength in my performance review."
2. "My communication skills kept me from getting promoted."

Employees evaluated as "high" in communication effectiveness are rewarded.

1. "No matter what kind of deal maker you are, only good communicators rise to the top here."
2. "Employees with good soft skills get noticed by management."

Details matter!

- Apply consistent formatting
- Check grammar and spelling
- Cite sources
- Acknowledge support
- Include contact info

Apply design principles to draft poster
Visualizing research collaborations: Veterinary medicine publications across disciplines and institutions

Methods

- Developed search strings
- Got feedback from all veterinary librarians
- Re-ran searches
- Analyzed and exported by Subject Area, Source Title, Institution, Country, Year
- Imported all citation info
- Compiled data from all COIs
- Standardized data (i.e., journal names)
- Used Pivot Tables to ID trends
- Interdisciplinary subject areas
- Unique areas of strength
- Co-authorship networks

Abstract

Veterinary medical research traditionally focuses on animal health and welfare, however, research activities at United States accredited veterinary colleges extend far beyond these boundaries. An analysis of Web of Science allowed new insights into research collaboration activities occurring at veterinary colleges. This study visualizes trends for PubMed and other citation databases, includes an emphasis on the increasing interest in human and public health issues, model veterinary collaboration, and a great amount of interdisciplinary research topics and publications.

Why We Are Curious

This study was undertaken in recognition of the increasing, interdisciplinary nature of the research conducted by Colleges of Veterinary Medicine (COVMs), as well as the increasing collaboration of these programs. This study also addresses the need for research administration and marketing, and to help recognize the strengths, weaknesses, opportunities, and strengths of these programs.

We describe the output of the COVMs, highlighting the different trends, themes, and patterns. The methods with exceptional research output are evident, as are those with unusual programs or emphases.

Some limitations were found in using the Web of Science. The Subject Areas used were Web of Science’s 250 subject categories, which are exactly aligned with the journal title level, and the data was collected from born-digital formats for born-digital titles such as Science and Nature. More than one subject category may be assigned to any given journal title (or article-in-the-case of the born-digital content).

In addition, not all of the core veterinary journals are included in Web of Science.

In summary, this study can serve as a model for studies in other disciplines.
Revised poster

Present your poster with confidence

- Greet people
- Prepare 30 sec, 90 sec, 3 min talks
- Summarize “gist” in 2-3 sentences
- Reinforce key points
- Be able to start spiel from any section
- Catch up newcomers quickly
- End with impact

Connect with audience

Communicate with confidence

- Be enthusiastic
- Maintain eye contact
- Don’t block poster
- Integrate gestures
- Speak up
- Adjust pace

Wrap up

- Engage audience’s interest
- Align the argument with the visual flow
- Use images/figures/tables to make data accessible
- Analyze and interpret data
- Edit for brevity and precision
- Practice your spiel
### Acknowledgements

**Jessica R. Page**  
Assistant Professor and Head, Veterinary Medicine Library  
The Ohio State University

**Heather K. Moberly, MSLS, AHIP**  
Professor, Veterinary Medicine Librarian  
Oklahoma State University

### Posters referenced
