Tips and Techniques for Creating Effective Posters in PowerPoint™

- Message
- Planning
- Layout
- Content
- Color and Style
- Peer Editing
- Resources

https://biomed.med.wayne.edu/

https://projects.ncsu.edu/project/posters/

Mary C. Simmons, MAT
BioMedical Communications
Design Services and Digital Imaging
Wayne State University School of Medicine
Making Successful Scientific Posters

**KISS**
Keep It Simple Stupid

An Effective poster is...

- Focused on a SINGLE message
- Lets graphics and images tell the story
- Has a well-ordered sequence

Define that message

- Know the message
- Be bold and explicit
- Make strong statements
- State your interpretations

Know your audience

- Your field/closely related
- Provide context
- Use plain language
- Avoid jargon
- Interpret your findings

Providing an Abstract

- NOT ON THE POSTER/separate
- Description of work
- Briefly explain methods
- State results, conclusions and recommendations

Requires planning, Art, Science, and attention to detail

Planning

- Before starting work on your poster, consider message, space, budget, format (single sheet or multi-panel), and deadlines.

Suggested schedule

- Posters needed
- 1 week
- Final draft
- 1 week
- Peer review suggested by peers
- 1 week
- Peer review suggested by peers
- 1 week
- Add your data confidently
- 1 week
- Create final draft of poster
- 1 week
- Plan out poster on scrap paper
- 1 week
- Define message and write an abstract
- 1 week
  If you haven’t already done so
Focus

- Stay focused on your message and keep it simple.
- Create a mock-up and dispense with unneeded details.

Layout

- Use a clearly defined visual grammar to move readers through your poster.

Content

- Title, Authors, Affiliations
- Introduction (outline it)
- Methods
- Results (graphs, tables)
- Conclusion (discussion)

quite boring but understandable

Headings

- Use headings to orient readers and convey major points.

Graphics

- Simple and appropriate graphics should dominate your poster.
- Minimal content yet effective

Readability

- Minimize text - use images and graphics instead.
- Keep text elements to 50 words or fewer.
- Use phrases rather than full sentences.
- Use an active voice.
- Avoid jargon (depends on audience)

Text

- Text - Don’t use ALL CAPs
- At least 24pt
- Viewable from 4ft
- Left-justify, avoid centering
- Use a “Serif” font for main body text
- Use a “San-Serif” font for main body
Style
- Alignment
- Columns

Colors
- Colors can make a poster attractive and improve readability, but be cautious.
- Avoid dark backgrounds - tiring to eyes
- Stick to a theme of 2 - 3 colors

Editing
- Edit ruthlessly to reduce the amount of text and focus on a results-oriented message.
- Have peers review to help you.

What about those Images
- Don’t use WEB graphics (poor resolution)
- JPEGs or TIFFs?
- “Insert > Picture > From File”

Demonstration

Templates, Logos, How-to Guides
  Under “Templates and FAQs” section

Resource: Creating Effective Poster Presentations
- http://www.ncsu.edu/project/posters
I am never afraid of what I know.

Anna Sewell (1820 - 1878) was an English novelist, best known as the author of the classic novel "Black Beauty."