Poster Design

The Basics

*Adapted from “Elements of Poster Design” Drexel Office of Undergraduate Research and “Speaking Visually: Effective Scientific Posters” Drexel University Libraries
Steps

Assess purpose & needs

Outline content/browse examples/sketch design

Create poster

Practice presenting

Present at Week of Undergraduate Excellence
Purpose & Needs

Poster Presentations are:

- Less formal than oral presentations
- Meant to communicate visually
- Presented to a standing & moving audience
Effective Posters

Focus: main point or theme

Visual: limit words, use images and graphs

Order/Flow: sequence or order, so audience can “read”
Poster Components

- Visuals
- Words
- Columns
- White Space

When used together, create unity.
Title: Short, descriptive, attention grabbing

Fonts: Easy to read, 2-3 styles, Serif vs. Sans serif

Body: Double spaced, left justified
Font Sizes

Title: 40-72+ pt font
Headings: 24-32+
Subheadings: 20-24+
Body text: 14-22+
Color

Not too bright

2-5 different colors

Contrasting colors

Be consistent
Color

Color Wheel

Existing themes
Charts & Graphs

Use these elements to tell a story.

- Descriptive titles
- Values
- Remove unneeded information
- Contrasting colors
Charts & Graphs

Types of Exercise

- Walking
- Running/jogging
- Body weight exercises (e.g., push-ups, sit-ups)
- Lifting weights
- Swimming
- Yoga or Pilates

Bar chart showing the percentage distribution of different types of exercise.
More on Charts, Graphs, & Visuals

Workshop tomorrow

Thursday, April 13th, 4pm, Hagerty L33
Visual Elements

- Balance with text
- High-resolution
- Outline with thin border (black, gray)
Thoughts?

ABSTRACT:
The current obesity epidemic started in the early 1980s with the invention and proliferation of calorie and sodium dense foods, which reshaped eating habits and amplified obesity weight gain without the need to buy new clothes, and obesity prevalence for millions of people worldwide. This acute problem has been attributed to the excessive consumption of fast-food and high-sugar beverages as well as the decrease in physical activity. However, recent studies have shown that weight gain is also related to the increased exposure to high-calorie foods in the environment and the lack of physical activity.

INTRODUCTION:

The current obesity epidemic started in the early 1980s with the invention and proliferation of calorie and sodium dense foods, which reshaped eating habits and amplified obesity weight gain without the need to buy new clothes. Obesity is estimated to affect millions of people around the world, causing an increase in chronic diseases and a significant burden on healthcare systems. The prevalence of obesity has been attributed to the increased consumption of high-calorie foods and beverages as well as the decrease in physical activity. The high prevalence of obesity has raised concerns about the long-term health risks associated with obesity, including the increased risk of developing type 2 diabetes, cardiovascular disease, and certain types of cancer.

RESULTS:

Weighing a total of 62.0 kg, the New Zealand white rabbit was placed in a metabolic chamber, and its body mass was measured. The rabbit was not allowed to move or engage in any physical activity during the experiment. The rabbit was provided with a diet of fresh vegetables and water ad libitum. After 7 days, the rabbit's body mass had increased by 2.5 kg. The increase in body mass was attributed to the increased consumption of high-calorie foods and beverages, as well as the decrease in physical activity.

LITERATURE CITED:


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http://colinpurrington.com/tips/academic/posterdesign
Thoughts?

Putting the Library to Work: Information Literacy Skills in Co-op* Job Search

Information Literacy Skills are Valued

Question: Do students who use library resources in co-op search rate themselves higher in information literacy self-efficacy?

Assessment Process*

Students: “I feel confident and competent to:”

College Graduates Think They are Well Prepared

Next Steps

Most importantly, this project increased and improved the quality of communication between the campus career center and the library.

*Co-op or cooperative education allows for students to alternate between coursework and working. Most co-ops at Drexel last 2 terms (about 6 months) and are in a student's field of study.
Thoughts?

Put logos at the top of your poster to ruin poster aesthetics, reduce legibility of title, and undermine the ability of your graphs to visually compete for viewers’ attention

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Introduction
Your reader was probably intrigued by the title, but you have exactly two sentences to hook them into reading more. So describe exactly what your intriguing question is and why it really matters. Thoughts? Historical background information will ensure your story will work.

Materials and methods
People really want to know the precise procedure details of what you’ve done, how, and why. Be concise. Use a photograph, drawing, or close-up shot if possible.

Results
The overall layout of this area should be visually compelling, with close cases on a line and others spread through the page. You might want to see a large map with small graphs. Other key questions on big graphs versus presenting graphs on the side. Be sure to enhance figures from other figures by generating one or more images. When figures are not supported, reviewers get confused about which figure to read first and which legend you with which figure. Damaged you can look bad, but be big. The key thing to remember is that a figure should be self-contained, with no labels, even in smaller type size. If you can add small drawings or lines to come to your figure, do so. And color covers can’t be replaced by looking figures. And the colored covers can’t be replaced by looking figures. You can even turn sometimes need to remove some labels to see what is going on. Are captions in relation to the hypothesis? Yes. This conclusion must be made here, and caption should be self-contained when I’m finished. Also, don’t forget to add a title, color, and layout. Be sure to show here one part of a figure relates to another figure.

Materials and methods
If you have a photograph or close-up shot of your material, you can use it. However, it’s important to note that the papers are colored covers or outlines of these captions. Be sure to add your captions to the figure in the size of the captions

Figure 2. Hand drawn illustrations are preferable to computer generated ones, but still be careful when you get them to help you out. A photograph of you actually doing something might look nice.

LITERATURE CITED

Acknowledgments
We thank the following for assistance: Mary W. on figure 1, and the basic on figure 4. Finding for this project was the opportunity to work with you. We thank you for your patience and all the others who have contributed so much to this project.

Figure 4. For the love of God, don’t be tempted to make this your figure legend. Add art to your figure. The line is clearly different because it is different. Your figures are probably moreB

Further information
More tips on what to expect at the end of your presentation. It’s all about the audience and your enthusiasm. You should be doing the best for it.

Figure 4. For the love of God, don’t be tempted to make this your figure legend. Add art to your figure. The line is clearly different because it is different. Your figures are probably more
Poster Requirements

Size: 36”x48” (maximum size)

Send as PDF file to our@drexel.edu by Monday, April 24th at 5pm
Flexibility

Use the templates and this information as a guide.

You can be creative with:

- Fonts & Colors: use variety, but beware of too much variation
- Structure: use the sections that make sense for your work and message
- Layout: Three columns work well depending on content and preferences
Example


https://f1000research.com/posters/4-1390

https://f1000research.com/posters/4-1109
Presenting

Introduce yourself

Elevator speech: 30 second explanation of your work

Conversational presentation

Dress professionally

Eye contact
Don’ts

- Include just text
- Ignore your audience
- Forget who will be looking at the poster
- Make text/images too small
- Fill every space
- Wait until the last minute
Do

- Think about who will see your poster
- Use high resolution images
- Use charts and graphs
- Leave some white or blank space
- Start early
- Bring notes/details that are not on the poster
- Practice!
More on Presenting

Workshops:

Designing with Data, Thursday, April 19th, 4pm, Hagerty L33

Presenting Your Poster, Wednesday, April 19th, 4pm, Hagerty L33

Poster Feedback, Thursday, April 20th, 3-7pm, Hagerty Bookmark Cafe

Presenting your Poster: Practice Session, Thursday, April 27th, 4pm, Hagerty L33

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Resources

Designing a Research Poster, Dartmouth Undergraduate Advising and Research