Scientific Posters:
Part I The Basic Elements

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The Title

• A good title conveys to your viewers a brief snapshot of what your poster is about.
• It should not be more than 1 to 2 lines.
• If you are comfortable and it is acceptable for the conference/your audience make the title catchy in order to get people’s attention
If it is not required include an abstract on a poster, DON’T. If you are presenting your poster at a conference, you will probably be asked to submit an abstract and your abstract will be printed in the conference catalog.

If you do include an abstract in your poster try to make it a very short abstract – and consider paraphrasing the content.
The Introduction

• Try to engage your audience with an introduction that is succinct and straight to the point.
• Use a minimum of background information and definitions.
• Provide a description and justification of your experimental method and be sure to include your hypothesis.
• If it is not a scientific poster you could include a summary of the content or problem you are presenting.
• If you have a relevant graph or photograph this would be an ideal place for it.
• Suggested Maximum length: ~ 200 words.
The Method & Design

• Briefly describe what you did in your study/case.
• You can use graphs/tables to illustrate your study’s experimental design or problem.
• You could also use flowcharts to summarize the steps of your study or problem.
• Be sure to include any statistical analyses that were used and how they address your hypothesis.
• Suggested Maximum length: ~ 200 words.
Results

• You will want to mention whether or not the experiment worked or how the issues is/should be/could be addressed.
• You can include your descriptive and/or qualitative findings in this section.
• In the second paragraph, begin presentation of data analysis that more specifically addresses the hypothesis/problem.
• Refer to supporting charts or images that can stand on their own; you could include a table, but go for graphs if possible, they have more visual impact.
• Suggested Maximum length: ~ 200-300 words.
The Conclusion

- Tie your conclusion back to your hypothesis and results, and tell whether your hypothesis was supported – OR action plans
- Here is where you can discuss why your findings are meaningful and relevant.
- You can mention how your findings are supported by the findings in the literature and real world examples.
- Be sure to include the future directions of your research/project.
- Maximum length: ~ 300 words.
Acknowledgements

• Thank individuals for their specific contributions to your project if you received funding include your funding.
• This can be in smaller, more discrete font
• Maximum length: ~ 40 words.
Additional Resources

- Google it. Or I can Google it for you. Click me.
- Ask help from your colleagues
- Look at other people’s posters