

Scientific Posters

9.85, Fall 2012
Leslie Roldan

Poster is a visual form of communication:

- encourages conversation with colleagues
- summarizes and advertises your work

Samples on the web:

- phdposters.com
- <http://www.flickr.com/groups/368476@N21/>
- Pimp my poster: <http://www.flickr.com/groups/688685@N24/>

The audience for a poster is different.

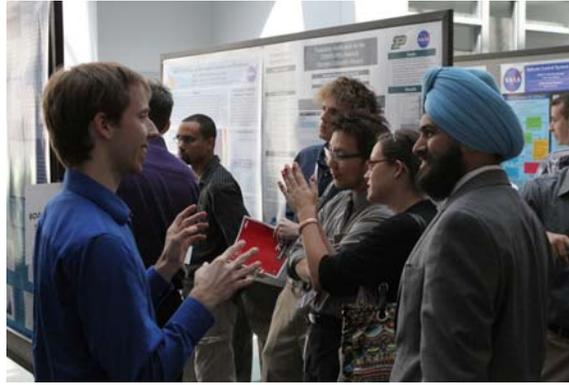


Image: Flickr. NASA/GSFC/Becky Strauss. CC BY.

- Standing
- Distracted
- Presenter may be absent

Image removed due to copyright restrictions.

We have really big brains, and a big part of that brain is dedicated to sight. If the poster doesn't fit in some nice visual sense, it just doesn't work.
Colin Purrington

"Poster Perfect" by Edyta Zielinska, *The Scientist*,
Sept 2011

Colin Purrington offer some great advice on designing posters:
<http://colinpurrington.com/tips/academic/posterdesign>

There's good advice on
designing with Powerpoint.

- [Wake Forest Baptist Medical Center](#)
- [PhD Posters](#)
- [Better Posters](#)

Text size helps convey purpose within 20 sec, from 6' away.

Poster image removed due to copyright restrictions.

Title: 75-120
Authors: 48-80

Heading: 36-72
Text: 24-48

Refs, ACKs:
18-22

- Use sans serif font for title, authors, headings; serif font for other text because the serifs help when reading more than 2 lines.
- Title: ≤ 2 lines, sentence case; authors: full names, corres email
- Regular text: Left-justify

Aim for 40% graphics, but use color judiciously.

Poster image removed due to copyright restrictions. See:
<http://www.flickr.com/photos/ldinstl/4664490624/in/pool-pimpmyposter>

≥ 300 dpi

Bar graph
> table

Labels: 24-48
serif font

Depending on the program used to generate the images, you might have to consider RGB vs. CMYK.

Use ≤ 800 words total for IMRD, and omit Abstract.

Poster image removed due to copyright restrictions.

≤ 40 char/column;
 ≤ 10 lines/para

Bulleted list
> paragraphs

1" margins

If you need paragraph, write ≤ 10 sentences.

Get feedback before you print!

8.5"

11"

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Flickr group

F1000 Posters

Image removed due to copyright restrictions. See: <http://f1000.com/posters>

Print out

- Print-out: If your text is not readable on a 11 x 8.5 inch piece of paper, then your font may be too small.
- Online feedback: <http://www.flickr.com/groups/pimpyposter/>; <http://f1000.com/posters>

Pitch your poster in three sentences.

Lasers have made a tremendous impact on modern science and technology, but rely on artificial or engineered optical gain materials. Here, I report the first successful biological laser based on single live cells expressing green fluorescent protein (GFP). These cellular lasers pave the way to new forms of intracellular sensing, cytometry and imaging.

Justification

Focus

Impact

Based on source: Gather, Malte C. and Seok Hyun Yun. "Single-cell biological lasers." *Nature Photonics* 5 (2011): 406-410.

Memorizing your "poster pitch" comes in handy when people come up to you and ask, "So, tell me about your poster."

- First sentence sets up the problem, or justification of your research.
- Second sentence summarizes the main point of your research.
- Last sentence describes a broad implication of your work.

Present your poster in 3-5 min with one-sentence summaries.

Justification
& Goal

Key method

Key results

Presenting your whole poster in 3-5 min is useful because a person generally doesn't spend more than 5 minutes at a poster.

Posters advertise your work.

Image removed due to copyright restrictions.

See: <http://www.flickr.com/photos/imdreaminggreen/133619408/>

- 40% graphics;
≤ 800 words
- One-sentence summaries

Your CI instructor can offer
times to rehearse your poster.

Image removed due to copyright restrictions. See:
http://phdposters.com/galfs/o717_p2_poster.jpg

Each figure slide should have a conclusion for the title.

27HC is an agonist that regulates ER α target genes.

Image removed due to copyright restrictions. See: Figure 2.
http://phdposters.com/galfs/o717_p2_poster.jpg

27HC stimulates growth of ER α ⁺ breast cancer cells.

Image removed due to copyright restrictions. See: Figure 4.
http://phdposters.com/galfs/o717_p2_poster.jpg

27HC allows for differential peptide recruitment to ER α .

Image removed due to copyright restrictions. See: Figure 6.
http://phdposters.com/galfs/o717_p2_poster.jpg

Depending on the length of your rehearsal presentation, you may only have time to show some of your figures. For each figure, state the purpose of the experiment, and highlight relevant aspects of the figure that lead to your conclusion.

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