

Tips on Poster and Presentation Design

Presenter: Eva S. Zeisky

Time	Section
02:53	<u>How Posters are Judged</u> <ul style="list-style-type: none">• Use checklists to help focus on formatting the individual pieces that contribute to the final poster• Limit sense of overwhelm and help you to stay on task
04:07	<u>What is a poster?</u> <ul style="list-style-type: none">• Similar to a web splash page; designed to catch the eye to entice visitor to linger• Less is more; check for clutter• Use checklists to find content to help condense, eliminate, or express graphically
06:00	<u>Tables</u> <ul style="list-style-type: none">• Large enough font to be legible?• Headings bolded?• Decimal numbers aligned to the right?• Side-by-side tables aligned vertically/horizontally?• Table captions large enough?• Colors in table match the overall color scheme?
07:03	<u>Images</u> <ul style="list-style-type: none">• Does the image help illustrate the point?• Pixilated at 100% zoom? <i>Use higher resolution needed if image is blurry when zoomed in</i>• Skewed? Needs cropping?• Uniform style with other images?• Layout aligns well with the other images?• Needs transparent background?
09:25	<u>Alignment</u> (essential for poster style/cleanness) <ul style="list-style-type: none">• Bullets aligned and uniform?• Heading background widths equal?• All elements aligned vertically and horizontally?• All line widths equal and lines aligned?• White spaces around elements uniform?
10:06	<u>Size</u> <ul style="list-style-type: none">• All bullet hierarchies in the same size and style?• Text in all text boxes the same size and style?• Any elements look like they were squeezed in?• Side-by-side pictures the same height?• Tables and captions have large enough text?
10:25	<u>Color</u> <ul style="list-style-type: none">• Is there a color scheme of no more than 3 colors?• Different shade mismatches?• Font colors match the color scheme?• Bullets the same color and style?
10:48	<u>Visual Memory</u> <ul style="list-style-type: none">• Sometimes a graphic tells it better than a bullet list• Infographics can aid visual memory
11:32	<u>References</u> <ul style="list-style-type: none">• Do the references look like an afterthought?• Do they have tiny font in order to fit?• Checked for accuracy?

	<ul style="list-style-type: none"> • Accounted for text? • AMA style? • Long titles omitted due to space constraints?
12:21	<u>Acknowledgments</u> <ul style="list-style-type: none"> • If acknowledging a grant, is the grant number correct? • If acknowledging a mentee, is the name correct? • Font legible? • Centered well at bottom?
12:50	<u>Example Posters & Templates</u>
18:50	<u>Resources</u>
19:53	<u>Questions & Answers</u>