WORKSHOP ON POSTER PRESENTATION SKILLS FOR Y2 MATERIALS UNDERGRADUATES

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OUTLINE

• PURPOSE OF POSTER SESSIONS
• PLAN AHEAD
• SELECTING THE CONTENT
• DESIGNING THE POSTER
• YOUR EXPERIENCE
• EXAMPLE POSTERS
• COMMENTS & QUESTIONS
• THE TECHNICAL PART - POWERPOINT
• REMINDER OF THINGS TO AVOID
PURPOSE OF POSTER SESSIONS AT CONFERENCES

- OVERSPILL FROM ORAL SUBMISSIONS

- OPPORTUNITY FOR RELAXED ONE-TO-ONE DISCUSSION WITH AUTHOR, IN DETAIL IF DESIRED

- OPPORTUNITY TO SCAN LOTS OF TOPICS

- OFTEN USED PARTLY AS A SOCIAL EVENT WITH REFRESHMENTS
PLAN AHEAD

• WILL THE POSTER BE MANNED OR UNMANNED?

• TARGET AUDIENCE?
  – POLITICIANS
  – EDUCATED GENERAL PUBLIC
  – SIXTH FORMERS STUDYING SCIENCES
  – SCIENTISTS & ENGINEERS
  – PHYSICAL SCIENTISTS
  – MATERIALS SCIENTISTS & ENGINEERS
  – MATERIALS MODELLERS
  – SUPERCONDUCTIVITY EXPERTS
SELECTIONG THE CONTENT

• WHAT ARE YOUR THREE OR FOUR KEY TAKEAWAY MESSAGES?
• DESIGN A COHERENT STORY AROUND THESE MESSAGES, AND AVOID JUST GIVING A SCATTERGUN PRESENTATION OF RESULTS
• PRESENT THE INFORMATION AT AN APPROPRIATE LEVEL FOR YOUR TARGET AUDIENCE
• INCLUDE A BRIEF BACKGROUND OR INTRODUCTORY SECTION TO SET THE SCENE
• INCLUDE A SUMMARY/CONCLUSIONS SECTION [MAKE IT EASY TO FIND THE INTRO & THE CONCLUSIONS AND TO NAVIGATE THE SEQUENCE OF MATERIAL]
SELECTING THE CONTENT

• IF YOU DESIRE SOME OF THE CONFERENCE DELEGATES TO REMEMBER YOUR WORK:
  - RESIST THE VERY STRONG TEMPTATION TO INCLUDE TOO MUCH TEXT
  - DO NOT OVERWHELM THE READER WITH TOO MANY DETAILED RESULTS

• IF NECESSARY, FURTHER DETAIL CAN BE SUPPLIED BY MEANS OF ‘HELP YOURSELF’ HANDOUTS (2-PAGE SUMMARIES, PRE-PRINTS OF PAPERS etc)
DESIGNING THE POSTER

• USE A LARGE CLEAR FONT FOR THE TITLE (eg. ARIAL 44 OR 48 BOLD)

• FOR THE MAIN TEXT & FIGURE LEGENDS USE A FONT THAT IS CLEARLY READABLE FROM A DISTANCE OF ONE METRE (eg. NO SMALLER THAN ARIAL 20 BOLD)

• PLAN THE LAYOUT CAREFULLY, KEEP IT SIMPLE, AND MAKE CLEAR THE SEQUENCE IN WHICH THE READER SHOULD FOLLOW THE VARIOUS SECTIONS

• USE COLOUR CAREFULLY – YOU ARE TRYING TO TELL A CLEAR SCIENTIFIC STORY, NOT TO WIN A PSYCHEDELIC ART COMPETITION!

• DO NOT MAKE THE POSTER TOO CLUTTERED: LEAVE A FAIR AMOUNT OF WHITE OR LIGHT-COLOURED SPACE.
DESIGNING THE POSTER

• “EVERYTHING SHOULD LINE UP WITH SOMETHING”

• PERHAPS INCLUDE A ‘LURE’ FOR YOUR DESIRED AUDIENCE – eg. A SHORT ABSTRACT IN LARGE FONT, AN INTRIGUING TITLE OR AN EYECATCHING FIGURE / CARTOON.

• INCLUDE LOGOS (OXFORD MATERIALS, SPONSORS ….)

• EXPLAIN ALL EXCEPT THE MOST COMMON ACRONYMS

• PROOF READ FINAL DRAFT FOR ERRORS (AN A3 PDF PRINT IS HELPFUL) AND SUBMIT TO PRINTERS AS A PDF
POSTER SKILLS (ARIAL 44B)

THIS IS
ARIAL 20
(BOLD) and
so is this

THIS IS
COURIER 20
(BOLD)

THIS IS
ARIAL 24
(BOLD)

THIS IS
ARIAL 24B
This is also
Arial 24b

TIMES ROMAN 24B

JCCG BBQ
July 2005

ISOTHERMAL DESORPTION IN UHV
D2O/ MgO(100) AT 300K

Deuterium coverage /ML

0 2 4 6 8

Time /days

0.79
0.8
0.81
0.82
0.83
0.84
0.85
0.86
0.87
0.88
YOUR EXPERIENCE

• HAS ANYONE ALREADY ATTENDED A POSTER SESSION AT A SCIENTIFIC CONFERENCE (EITHER AS A PRESENTER OR A DELEGATE)?

• WHAT ARE YOUR OBSERVATIONS ON:
  – (i) WHAT MAKES AN EFFECTIVE POSTER?
  – (ii) THINGS TO AVOID?
EXAMPLE POSTERS

COMMENTS & QUESTIONS

FOR A SECOND OPINION SEE ALSO
http://www.ncsu.edu/project/posters
The Technical part:
A basic introduction to using
Powerpoint for Poster Production

Dave Baker, IT Services

http://portfolio.it.ox.ac.uk/resource/course-pack/presentations-
creating-conference-posters-using-powerpoint/2010
REMINDER OF THINGS TO AVOID/DO

• RESIST THE STRONG TEMPTATION TO INCLUDE TOO MUCH TEXT

• DO NOT USE AN ILLEGIBLE FONT

• DO NOT OVERWHELM THE READER WITH TOO MUCH DATA

• MAKE THE NAVIGATION EASY