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
SELECTING 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
JCCG BBQ July 2005

(image of group photo)

Graph: Isothermal desorption in UHV D2O/MgO(100) at 300K

Axes:
- X: Time /days
- Y: Deuteride coverage /ML

Data points:
- 0.88
- 0.87
- 0.86
- 0.85
- 0.84
- 0.83
- 0.82
- 0.81
- 0.8
- 0.79

Values for Time /days:
- 0
- 2
- 4
- 6
- 8

Legend:
- D2O
- MgO(100)
- At 300K
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

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