

**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 TAKE-AWAY 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 ARIAL
20

**THIS IS
COURIER
20 (BOLD)**

THIS IS
COURIER 20

JCCG BBQ

July 2005



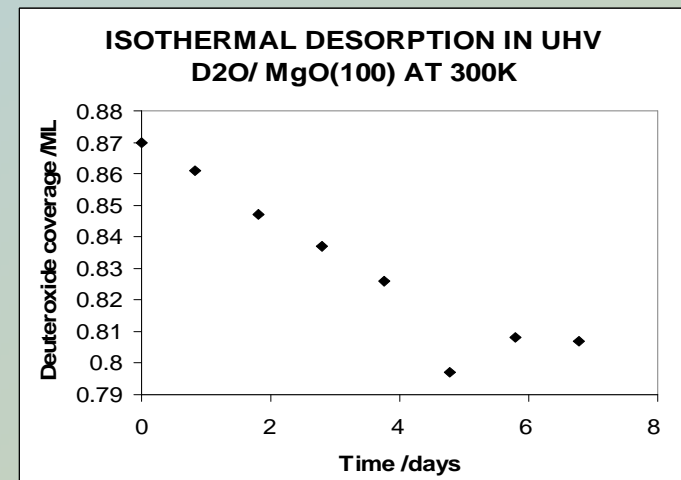
**THIS IS
ARIAL 24**

**THIS IS ARIAL 14
(BOLD)**

**THIS IS
ARIAL 24B**

**This is also
Arial 24b**

TIMES ROMAN 24B



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**