

How to design a poster

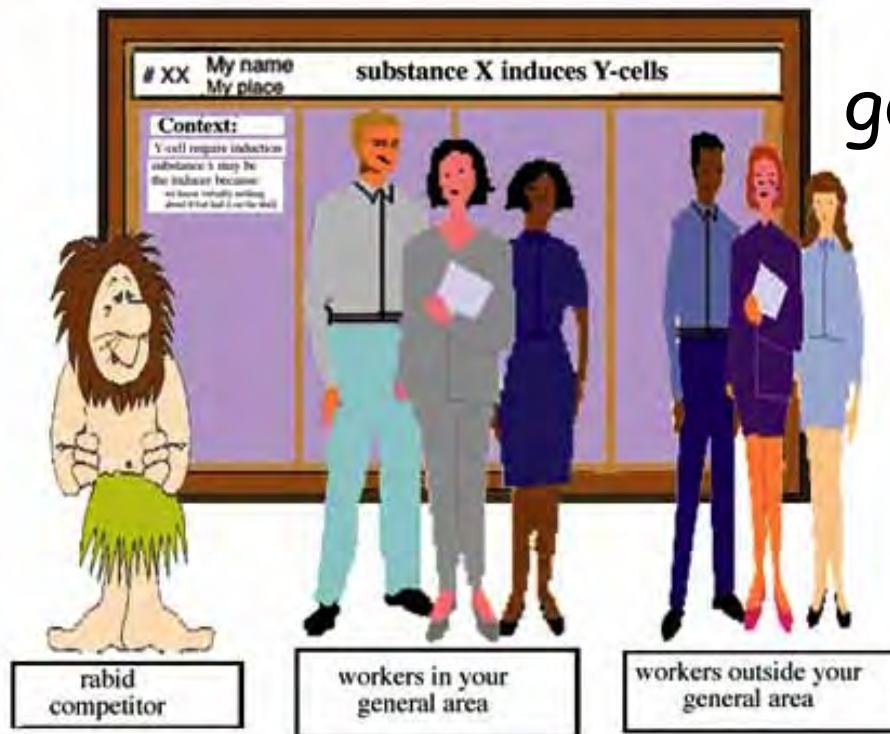
based on information by Kathryn Tosney

from the Society for Developmental Biology
web site

<http://sdb.bio.purdue.edu>

First, have good data.....

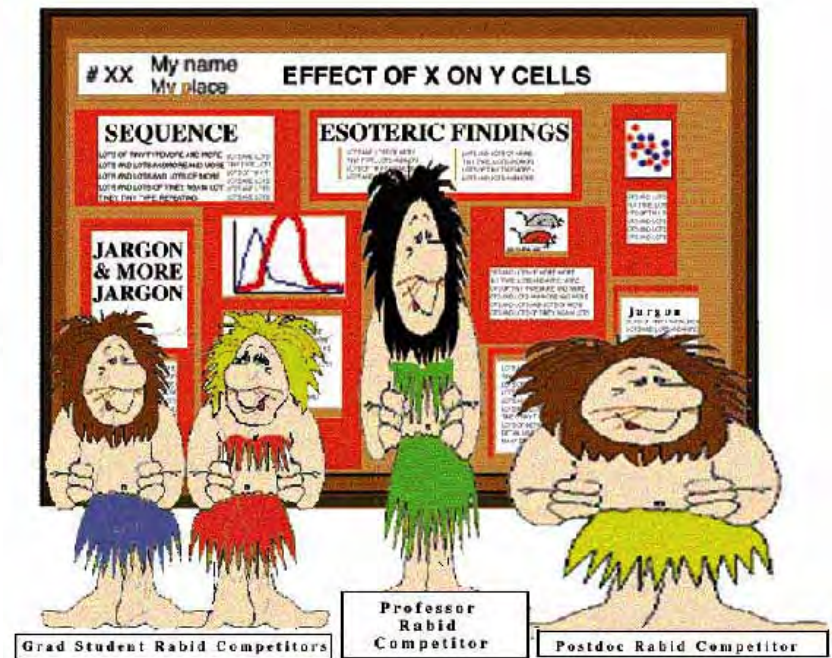
Design your poster to attract a mixed audience



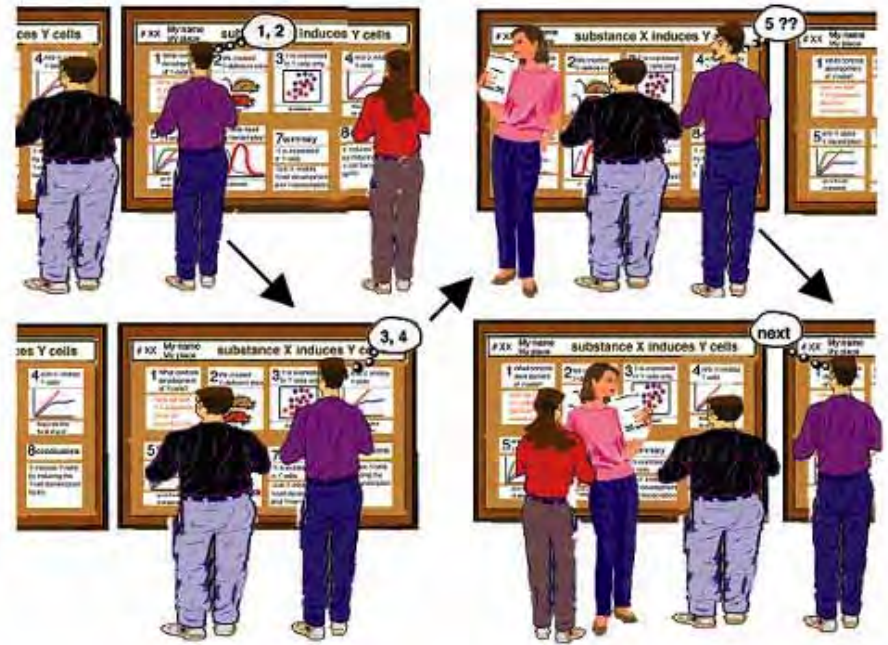
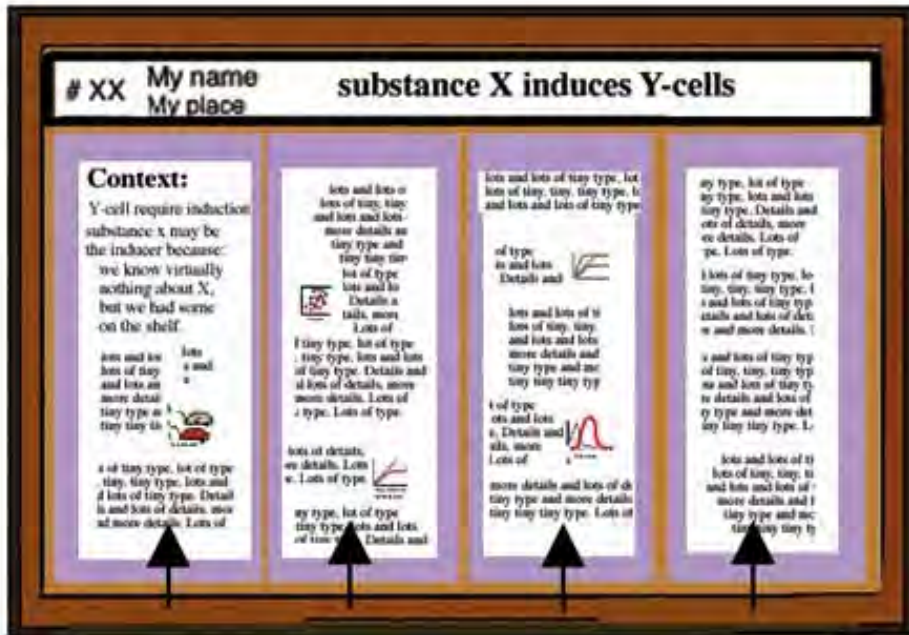
good poster

bad poster

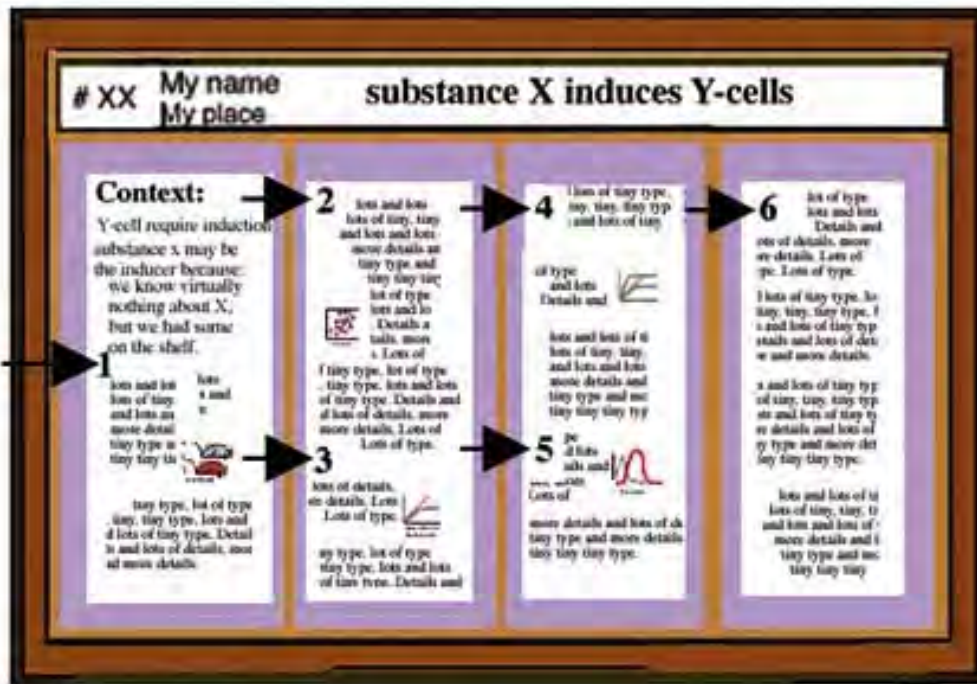
not just your competitors.....



Layout in column format to allow smooth flow of the audience



Indicate the sequence




XX My name
My place

substance X induces Y-cells

big → **Context:**
Y-cell require induction
substance X may be
the inducer because
we know virtually
nothing about X,
but we had some
on the shelf.


medium →


big → **1 transgenics**

we were kind of stupid to
doe atleast, particularly
and more than


small →

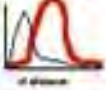
big →

medium →

2 in situs

I lots of they type, lo
they, they, they type, I
and lots of they typ
stable and lots of det
s and more details.
a and lots of they typ
of time, time, time typ

3 cell counts

I lots of they typ
of they, they, they typ
as and lots of they ty
re details and lots of
re time and more det

4 dose response

as and lots of they typ
re details and lots of
y type and more det
they they they type.

5 HPLC

I lots of they type, lo
they, they, they type, I
and lots of they typ

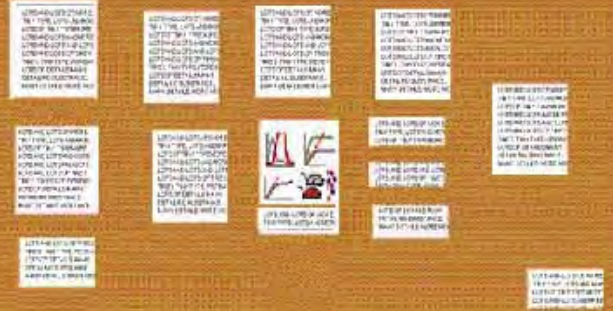
6 discussion
it is important
I lots of they type, lo
they, they, they type, I
and lots of they typ
stable and lots of det
s and more details.
a and lots of they typ
of they, they, they typ
they they they type.

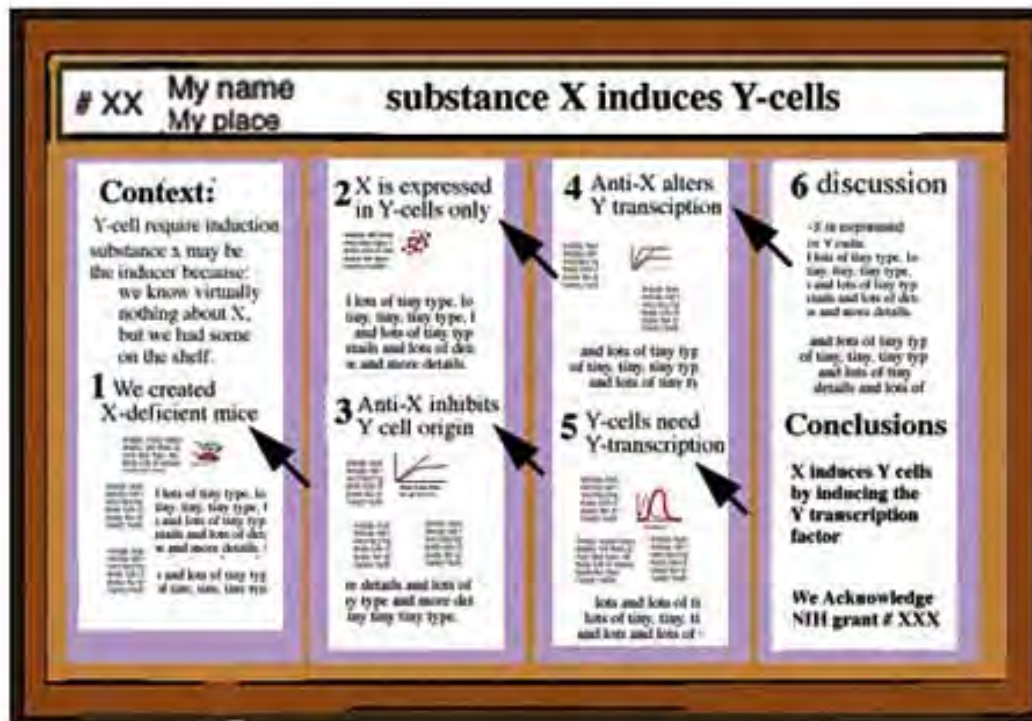
Conclusions
lots of details, more
we details. Lots of
ps. Lots of type.
I lots of they type, lo
they, they, they type, I
and lots of they typ
stable and lots of det
s and more details. I
a and lots of they typ
of they, they, they typ
we were kind of stupid to

Use “visual
grammer”
vary font size
choose
readable font

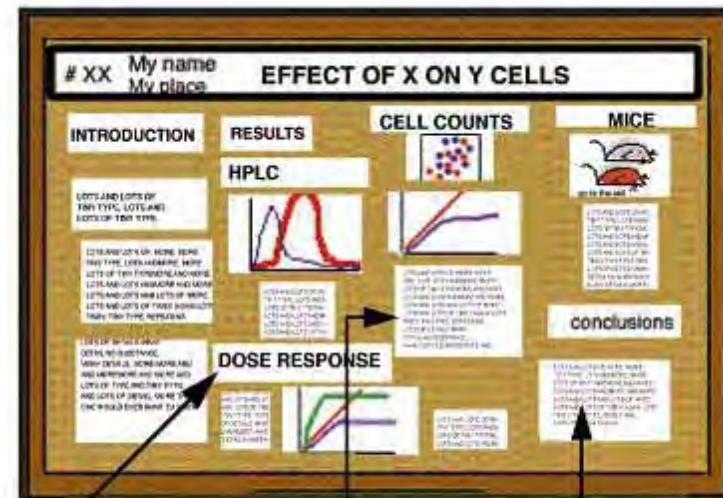
XX My name
My place

EFFECT OF X ON Y CELLS





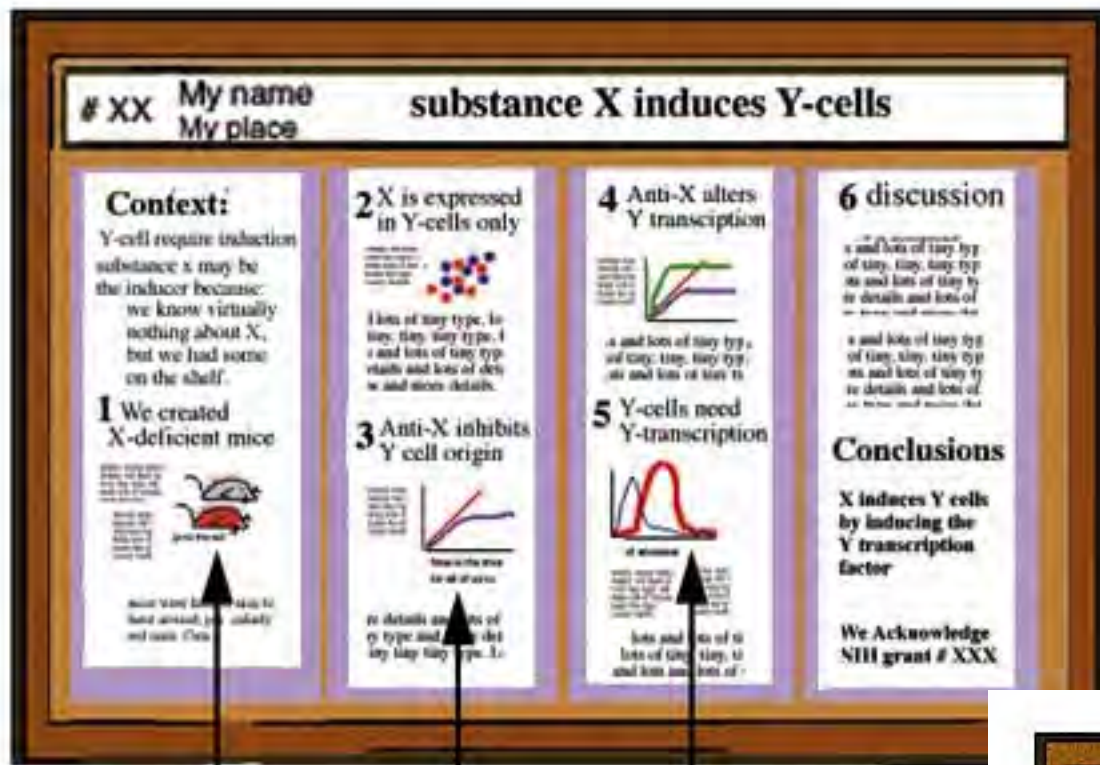
Emphasize important information



Large type states methods, not results

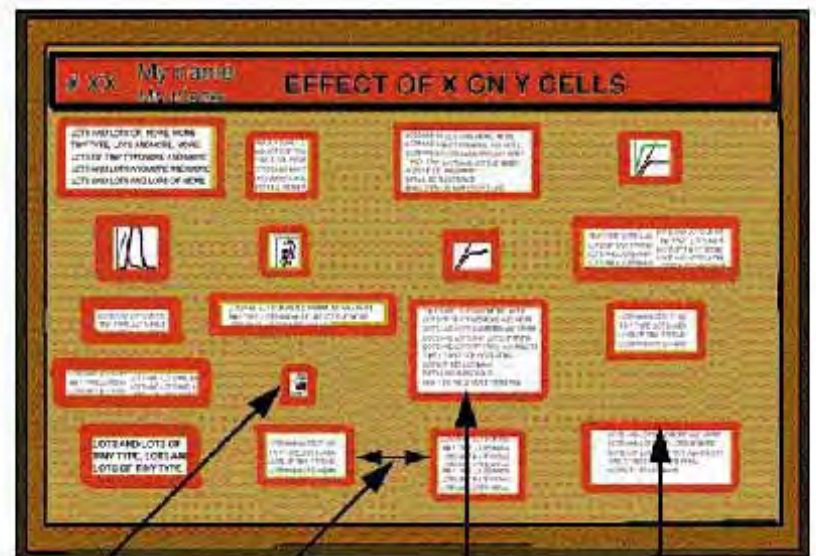
Results artfully buried in a methods description

Carefully omits interpretations



BIG figures that use color

Emphasize visually

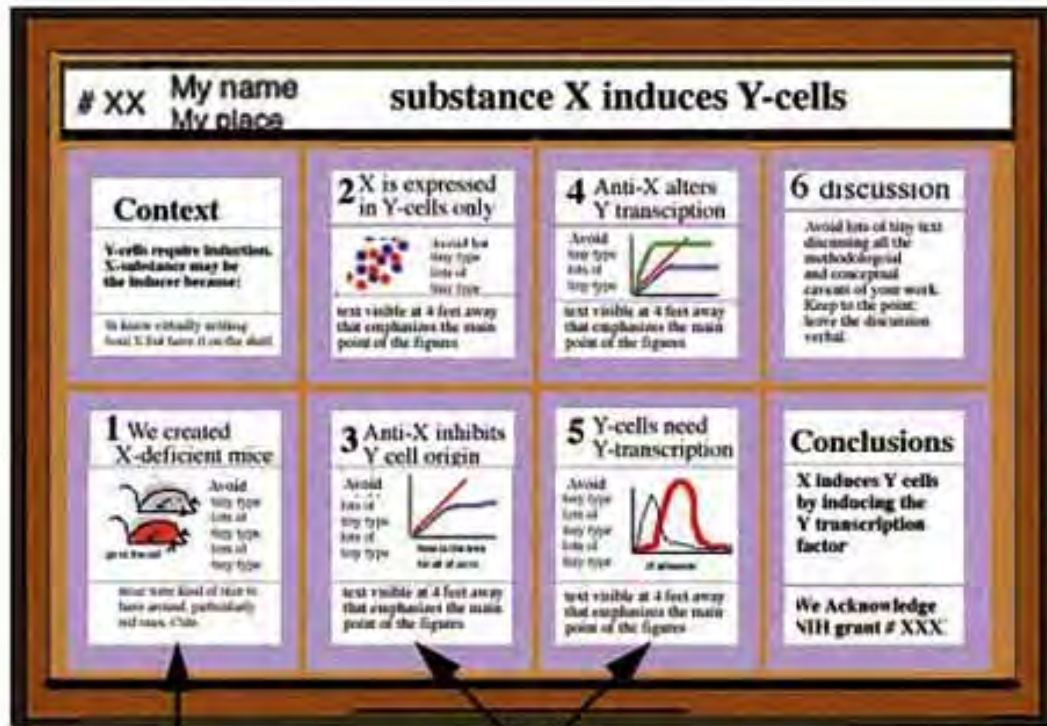


Tiny figures

Even spacing throughout

Type all the same size: tiny

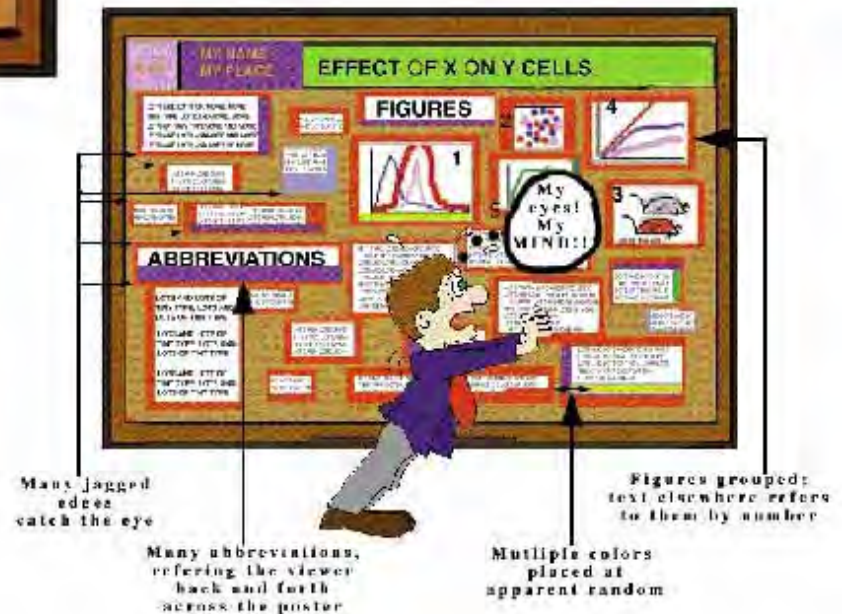
No headings

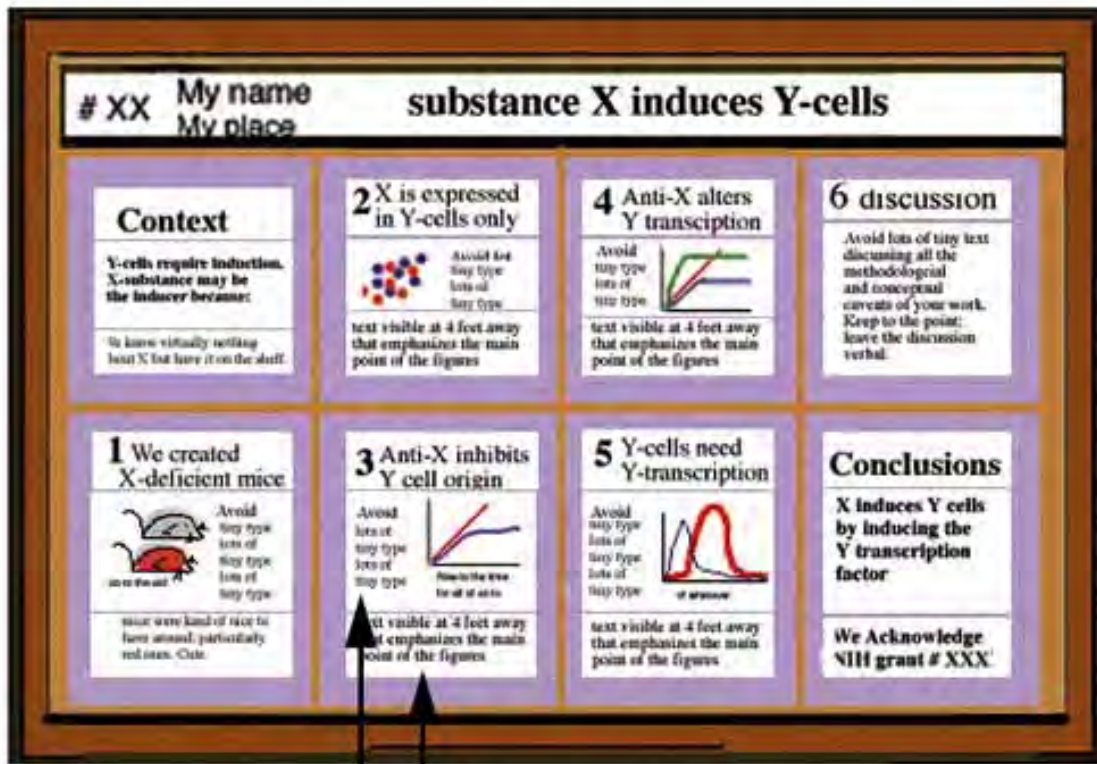


group material
into units

visually separate
the units

Avoid visual
distraction



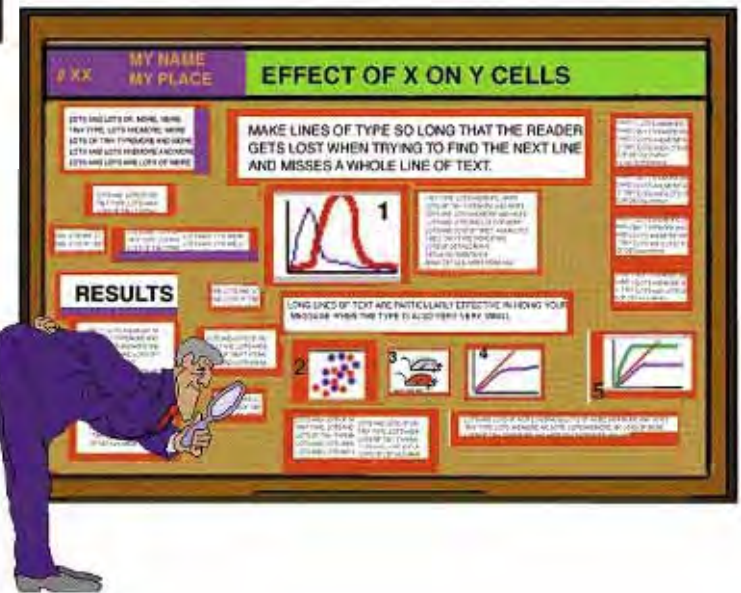


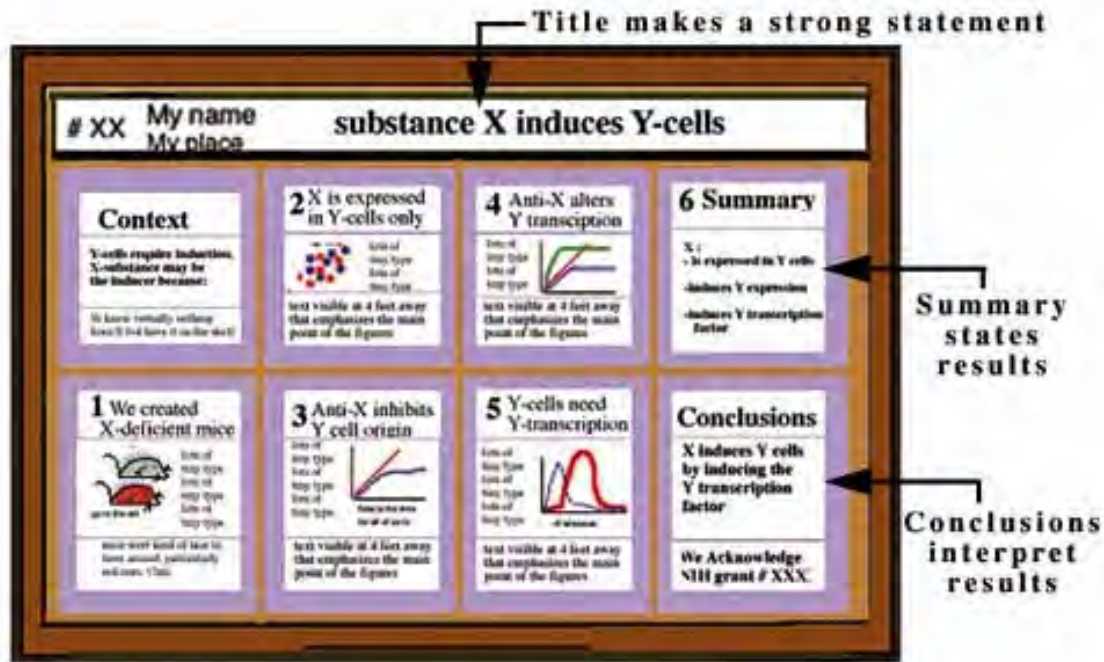
Text is readable at a distance

Stand back at least 4 ft when assembling your poster

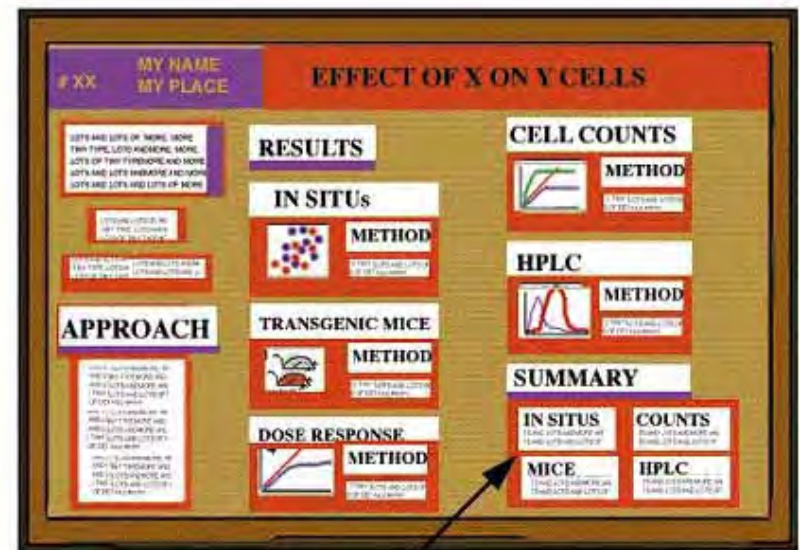
Make text readable

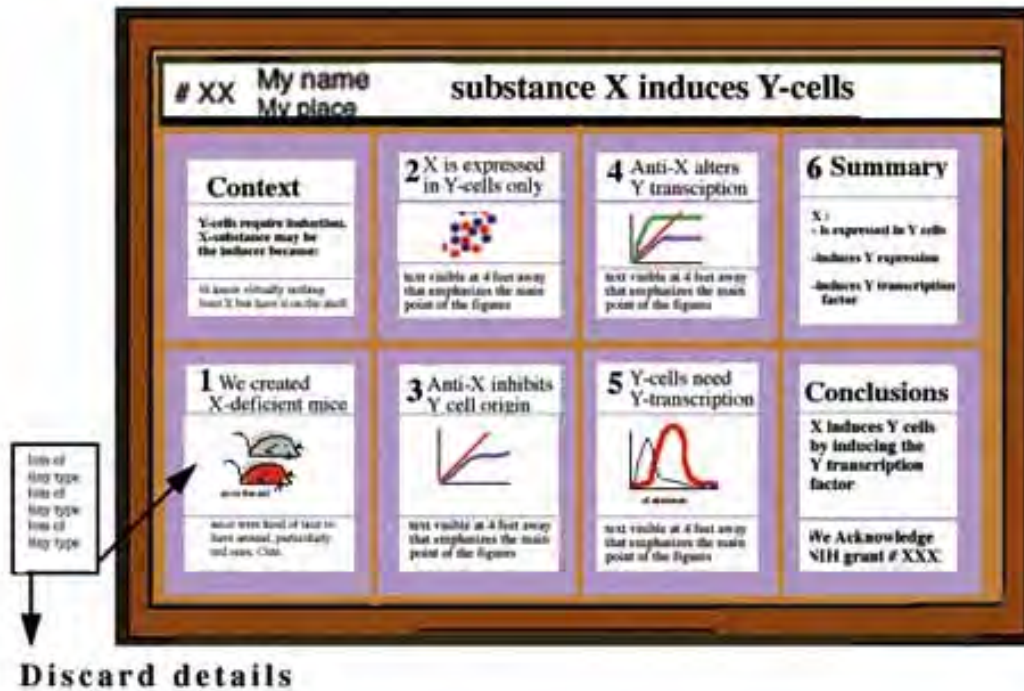
All capitals font is difficult to read.
Avoid long sentences





Differentiate context, data, summary and conclusions





Keep it simple

have a “take home message”

be concise, enthusiastic, and knowledgeable
 be confident and bright eyed!
 don't rabbit on!

