

14th Biennial
State of the San Francisco Estuary Conference

October 21-22, 2019

www.sfestuary.org/soe



Poster Guidelines and Tips (4 X 4 foot poster panels)

Conference Guidelines

Poster preparation should be fun and provide a sense of creativity and satisfaction. But, it can take longer than you think. Do not leave planning and preparation till the last minute. Plan on at least two weeks to prepare, review, and print your poster AFTER collection and assembly of all data.

- Print posters so they fit on a poster board measuring 4 feet (wide) by 4 feet (high). Due to space restrictions we will be placing two posters on each side of the 8 foot board. Posters can be smaller, but not larger than the panel size.
- Plan to hang your poster before the first break on day one of the conference. Take down the poster on the second day, just after lunch (which ends at 1:20 p.m.) Push pins will be available, but you are responsible for additional material if needed: double-stick tape, Velcro, scissors, marking pens, envelopes, etc.
- Presenters may attach a folder or envelope to the board containing their abstract, 8.5" x 14" prints of the poster, business cards, or other information.
- Document the event. While your poster is still hanging and in pristine condition, get somebody to take a photograph of you in front of your masterpiece.
- **Have at least one of the presenting authors available next to the poster during the evening poster session and reception on October 21st and again towards the end of lunch on October 22nd.**

Goal

Posters should be eye-catching, scientifically accurate, and tastefully laid out.

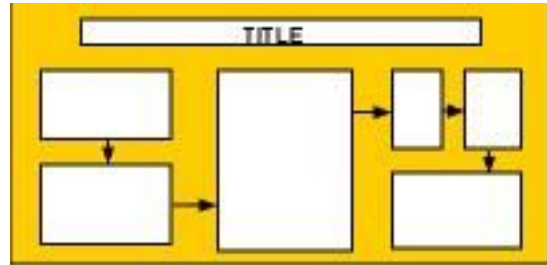
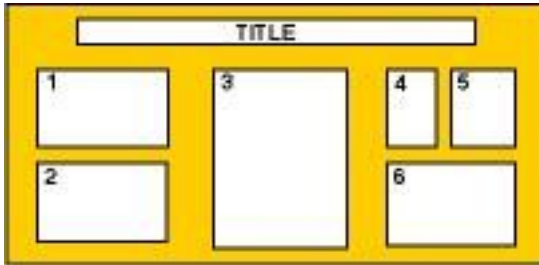
The poster will display illustrative material that attracts viewers to take a closer look. A good poster will:

- tell an interesting research story grounded in sound science.
- facilitate personal contact and exchange of ideas on a more individual level than can be achieved through formal presentation to a group.
- hopefully be displayed in your department and shared with colleagues before and long after the conference.

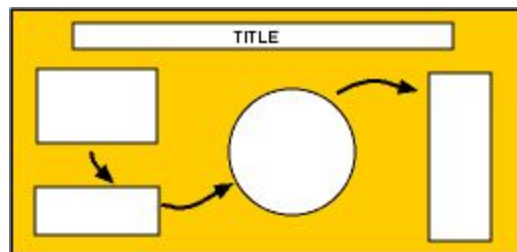
Size, Space, and Overall Design

- **Important tip: The less text the better!** Do not rely on words alone to tell the story. A poster is a fusion of images, graphic representation, and minimal words.

- Keep it simple, clear, and legible from at least 3 feet. Avoid clutter and unnecessary data.
- Organize content into sections, typically: Abstract, Introduction, Objectives, Methods, Data/Results, Recommendations, Conclusions, Acknowledgements, etc.
- Arrange written material into columns. Use landscape rather than portrait format so that content will be at eye level for easier reading.
- Determine a logical sequence to tell the story. Consider using numbers (36 to 48 points), lines, and arrows to guide the viewer through the flow of sections in the poster (see examples that follow).



- Use elements of different sizes and proportions or shapes to increase visual interest.



- Consider new layout ideas that help clearly communicate your take home message, and modify as desired (see the links at the end for more information on the following examples and downloadable templates). For example, you could have a large image in the middle instead of, or in addition to, the main findings.

Title:
Subtitle

author1, author2,
author3, author4

INTRO

- Just give context for the paper you're filling
- You're not going to get yelled at if you don't use the 3 papers from 1977 that defined this concept. They'll download your paper if they want that.

METHODS

1. In-vitro
2. Collected this
3. Tested with a statistical test.

RESULTS

- Graph or table with essential results only.
- All the other correlations in the ammo bar.


DISCUSSION

- * In this model actually general and we didn't have to humbly discuss the possibility of a thousand confounders and limitations, it would imply that.

Photo courtesy of high above 28 on flickr.

Main finding goes here,
translated into **plain English.**

Emphasize the important words.



Take a picture to download the full paper

AMMO BAR

Delete this and replace it with your...

- Extra Graphs
- Extra Correlation tables
- Extra Figures
- Extra nuances that you're worried about leaving out.
- **Keep it messy!** This section is just for you.

Visual and UX design principles can improve the effectiveness of Morrison's Better Poster and poster presentations

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Highlights

- A well-crafted message is more important than any poster design.
- Good design principles can be employed to improve the success of Morrison's Better Poster without sacrificing valuable poster space.
- Posters are performance and audience members should have a voice in their experience.
- All academic disciplines can help us approach our world with curiosity.

Summary

Morrison's Better Poster (MBP) message is critical to creating effective posters. However, poster space is limited and the design principles presented in this poster are critical to the success of the poster. The purpose of this poster is to provide a summary of the MBP message and to provide a summary of the design principles presented in this poster. The purpose of this poster is to provide a summary of the MBP message and to provide a summary of the design principles presented in this poster.

Let's choose a design that considers the preferences of presenters and audience members at poster sessions



Methods

The purpose of this study was to determine the preferences of presenters and audience members at poster sessions. The study was conducted using a survey of 10/20 presenters and audience members. The results of the survey are presented in the following table.

Design Invitations

The purpose of this study was to determine the preferences of presenters and audience members at poster sessions. The study was conducted using a survey of 10/20 presenters and audience members. The results of the survey are presented in the following table.

- For Abstract, Introduction, and Objectives: Succinctly state the problem, the proposed solution or intended information, and how the project will achieve the goal.
- For Methods: Use photographs, diagrams, or illustrations. Minimize text. Consider using a smaller size (18 points) for Methods and other text.
- For Data/Results: Use figures, charts, line graphs, or tabular data. Use color to distinguish between and/or unify data series.
- For Conclusions: Present your central message clearly. Consider using a larger font size (36 points) for Conclusion text.

Title

The title should grab the viewer's attention like a newspaper headline. It should be readable from about 15 feet away.

- The title should be concise; the letters should be bold and at least 5 cm (2 inches or 84 points) high, preferably larger. Think BIG!
- Smaller text under the title should include the author's names and institution or organizational affiliations. Subheadings should be about 1 to 3 cm, 0.5 to 1.5 inches, or 36 to 72 points high.
- If space permits, use first names for authors to facilitate interactions. Middle initials (John Q. Public) and titles (Ph.D.) are seldom necessary.
- Use abbreviations where possible. City names, or even states, often may be dropped from institutional affiliations.
- Some authors include the logo of their institution or organization and their own photo. This can help viewers identify authors at the poster session.

Text

Keep text concise and to the point.

- Use roughly 36-point, bold type for section headings (Conclusions, Methods, Results, etc.).
- Use 18 to 24-point, bold type for supporting text and captions.
- **18-point type is the smallest size you should use.**
- **This is 24-point type. Better?**
- Use 1.5-line or double-spacing between lines of text. Use left justification and ragged right sides.
- Use one font consistently. San serif fonts (fonts that have characters without "tails" or other embellishments) are easiest to read. Recommended fonts include Helvetica, Arial, Geneva, Times Roman, Palatino, Century Schoolbook, Courier, and Prestige.
- Capitals and lower-case letters in combination ARE MUCH EASIER TO READ THAN ALL CAPITALS.

- Add emphasis by using a larger font size, bold type, underlining, or color. Avoid overuse of outlining or shadowing.
- Avoid hard-to-read italics except when needed, e.g. with Latin species names.

Visual Elements

Posters are primarily visual presentations. Good, self-explanatory visual (non-text) elements make a successful poster. Whenever possible, use graphs, diagrams, illustrations, charts, figures, photographs, tables, or lists instead of text to get your points across. If you use someone else's graphic material, get permission and acknowledge the creator on the poster.

- Larger images are better. Visual elements should be easily viewable from at least 6 feet. Line drawings (e.g., maps, diagrams, conceptual models, etc.) should use a line weight at least 1 mm thick (2-point stroke width). Bolder lines are better.
- Use colors and contrast for emphasis and to distinguish different data groups in graphs.
- Remove non-essential information from graphs and tables (data curves not discussed by the poster; excess grid lines in tables).
- Label data lines in graphs directly using at least 18-point type.

Travel Tips

- If possible, laminate the poster so it will travel better and won't become damaged.
- Transport your poster in a sturdy tube.
- If flying to the meeting, carry the poster with you as carry-on-luggage.
- Carry a copy of the poster on a flash drive so it can be re-printed locally if disaster strikes.

Helpful Links

For more detailed information on what constitutes a poster of high quality and clarity, please refer to the following links:

- [Scientific Poster Design](#) (Cornell University)
- [Preparing and Presenting Effective Research Posters](#) (Jane Miller, Health Service Research)
- [How to Make an Effective Poster](#) (Undergraduate Research Center)

Mike Morrison of Michigan State University developed a new scientific poster approach we encourage you to consider and modify as needed for your project. For more information refer to the following links:

- Video: <https://www.youtube.com/watch?v=1RwJbhcCA58&t=4s>
- Template downloads: <https://osf.io/ef53g/>

Derek Crowe of the University of Rochester created the following guide (butter poster) that builds off the Better Poster idea, but utilizes more space and focuses on the visual and user experience design guidelines. The link also has template downloads:

- <https://derekcrowe.net/butterposter>