Poster Presentations

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Anatomy of a Poster

- Title/Authors, Affiliations, Logos
- Introduction/Abstract
- Methods
- Hypothesis/Goal/Question
- Results
- Conclusions
- Acknowledgements

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Title

- Keep it simple
- Questions make good titles
- Poster titles don't serve the same purpose as article titles

  - Activity of Uracil DNA Glycosylase on a Nucleosome (Good)

  - The Chinese Hamster DHFR Replication Origin Decision Point Follows Activation of Transcription and Confines Initiation to the Intergenic Region   (Not so good)

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Introduction/Abstract

- Introduction sometimes must be the same abstract you submitted

  - What is the big picture?

  - Use figures or schematics to help describe the background

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Experimental Methods

- aka. Materials and Methods - but light on the details; again, figures or schematics are good

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- **Hypothesis/Goal/Question/Objectives!**

- **Results**
  - use clear, concise figures and graphs that stand alone and are visible from 4 feet away
  - Use conclusions or questions as titles for data
  - Avoid long data tables

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Conclusions – remember the rule of 3

- The good, the bad, . . .

- Friends, Romans, . . .

- Life, liberty, and the . . .

- Blood, sweat, and . . .

- Stop, drop, and . . .

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Other sections

- Future work
- Acknowledgements – funding agency logos
- Websites, email address (optional)

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Effective Posters

- **Eye catching**

- **Clear, concise title**

- **Lots of figures, not too wordy**

- **Large font size**

- **Clear statement of hypothesis or research question**

- **Diagrams/images used to explain experimental techniques**

- **Sections are easy to follow**

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Common turn offs:

- **Too much text, too much information**

- **Poster without a logical flow (no story)**

- **An overly complex title**

- **Not legible from at least 4 feet away**

- **Inconsistent use of colors**

- **Distracting backgrounds**

- **Lots of jargon/abbreviations**

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Evaluating your poster

- Is your story clear?

- Ask "is this item essential?"

- Have someone from your target audience (but not your own lab) look over the poster

- Check for spelling and grammar!!

Leave plenty of time to . . .

- Get input on your layout and content
- Have your poster printed with time to spare
- Develop <u>and practice</u> a 5-7 minute narration of your poster
- Anticipate your audience's questions

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Things to ask the printer

- What kind of file(s) do they accept/require?
- What are their size limitations?
- What kind of paper and finishes are available?
- How long to print? Deliver?
- Cost estimate based on poster size?

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Summer Research Showcase

Friday July 24th 10am – 12pm

- Posters: No larger than 48" wide and 36" tall
- Check with your program about printing
- Your PI/bench mentor needs to approve before submitting for printing
- Allow time for edits
- Convert to PDF and check for issues

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