

# Why posters?



- Can put a lot of people in one place
- Viewers can choose & stay as long as they want = interested audience
- More chance for interaction
  - Viewers can ask more questions
  - Presenter can get more feedback

# Goals of Poster

- Attract attention & provide info to *easily* to figure out if they are interested – titles & visuals are important
- Don't expect them to read it all – critical ideas & info should take 4 min or less
- Be provocative – poster as a conversation starter
- Give people enough info to get the basic story if you don't happen to be there.

# Design & Layout

- Keep Design Simple:
  - White background
  - Lots of graphics! Not so many words.
  - Embed & reduce pictures to 150-300 dpi
    - Check at 400% before printing!
  - “Arm’s Length Test”= 8 1/2 x 11 readable @ arms length?
  - Limit to 20 Mb file size
  - Final = 42 x 36 (landscape)
  - Template? *phdposters.com*
  - Lay out in PowerPoint ➞ convert to PDF



# Title is usually a short question: Tell them what you are asking in 1 (or 2) lines (72+ size, bold font, sentence case, no silly colors)

Your Name, in smaller font (Mentor's name in parentheses)  
University Affiliation (department or program)

## Introduction (48+ size, bold font)

The introduction should very briefly frame your research question. Include only the critical information needed to understand **why** you are doing this study – this is not an abstract or the full introduction of your paper. More like the last paragraph in your paper intro, the one where you have:

• Clear statement of **General Aim**  
(research question)

• Clear statement of **Hypothesis**  
Not too wordy - 250 words max!  
A catchy photo or diagram that draws people in and catches the essence of your project is good!  
**serif font, 32+ size**



## Methods

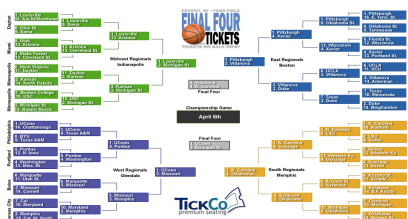
Only the **highlights**:  
Just enough so people know what you've done, and have reason to believe you:

1. What kind of tools (surveys, tests, observations, datasets) did you use?
2. What kind of analysis did you do?

Most people won't really care about the details, so be graphic and keep it simple.

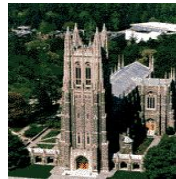
=> **Flow Charts & Visuals** are good!

The audience should 'get it' without much reading.



## Specific Aim 1: Statement of 1<sup>st</sup> Result

- Read Panels from **top -> bottom, left -> right**
- Top center panel = Most important result
- **Titles = Qs & As** (not "Results", "Fig 1")
- Provide enough detail to allow viewer to be convinced (or challenge you!)



West Campus

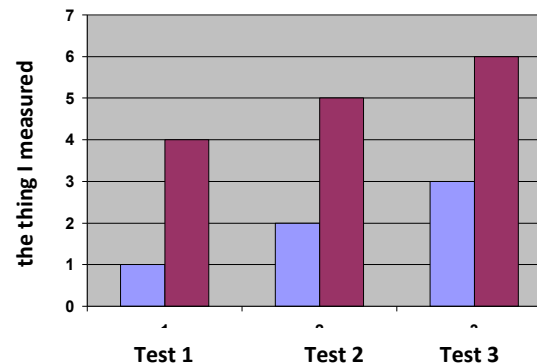


East Campus

Student values are reflected in campus architecture.

## Specific Aim 2: Statement of 2<sup>nd</sup> Result

Red Things always do better than Blue Things  
in three important tests



## Conclusions:

### Probably the Only Thing They'll Read

Again – very basic:

- What did you conclude?
- What is the answer to your research Q?
- What is the relevance of your work?
- What is novel?
- What are the limitation of your work?
- Future directions: what's next?

This is often what people read first! and perhaps the only text they'll read:

- Make it interesting, make them want to ask questions
- Bullet points are ok! Use a larger font
- Better yet, a graphic:



## References & Acknowledgments

References go here, using an appropriate format. Your viewers may want to follow up.

The text for references is smaller than the rest of the text, so you can squeeze more good stuff on your poster.

Be sure to acknowledge funders, collaborators, and anyone who helped you. This slide was adapted from the Duke Psychology Dept. Thanks to Karen and Jen and Klaus!

# Where to Print?

- **PhDPosters** *phdposters.com*
  - Duke-based business run by graduate students. The web site has excellent advice on design and production
- **MedMedia Solutions** *medmediasolutions.com*
  - Local poster printing with free delivery to Duke
- **FedEx Office**
  - Pricy, but convenient (610 Ninth Street)
- **A few departments**
  - Typically restricted to departmental users. Check with your mentor.