

Les présentations par affiche

Tips on poster presentations

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What is a scientific poster?

- Visual communication tool which combines
 - a verbal presentation
 - a visual aid (pictures, figures, etc. with text wrapped around)
- An “illustrated abstract”
- Presented (repeatedly) to a small group of people
- Limited in time and range of view
- **Informal and interactive**

What does a poster do?

- Summarizes work
- Gives information
- Starts a conversation

General tips

- Incorporate good graphic design principles (e.g. color as an organizing tool)
- Know your potential audience for conference
 - Average interaction time for a poster presentation is about 90 sec!
 - Includes people just reading title and walking on
 - Includes people staying 15 minutes or longer
 - Try to make sure a message gets through to all types
- Use visual short-cuts
- Use self-explanatory text, headings, etc.

General tips

- Plan and practice verbal presentation
 - Have different levels / durations of presentation ready
 - You will find during poster session you will naturally refine these as you interact with audience
 - Use poster as a visual aid (point to it etc.)
 - Don't read your poster!
- If possible have copy of poster + supplemental material for handing out

Effective Posters(Hess et al.)

- Focused
 - Single message
 - Bold and explicit
- Graphic
 - Graphs, visuals, etc. have a narrative
- Ordered
 - Sequence is logical
 - Sequence is obvious

Common Sections

- **Title**
 - State results (your message)
 - Ask an interesting question
- **Abstract**
 - No! A poster *is* an abstract
- **Introduction**
 - Context and **objectives**
- **Materials and Methods**
 - Visual aids if possible
- **Results**
 - Graphs and pictures if possible
 - summary
- **Conclusions**
 - Relates all of above
 - Main message again
- **References**
 - Not too many – but relevant ones
- **Acknowledgments**
 - Funding etc
- **Further information**
 - Website
 - Contact information, etc.

Headings

- Brings the viewer on your journey
 - Why using standard sections (Introduction, Methods, etc.) helps orient
- Conveys the key points
 - Understand message reading headings alone
 - E.g. Graph headings can give result of graph
- Make headings visually standout
 - See references for tips on colour, font, etc.
 - Make headings bring viewer in natural order

Software

- **PowerPoint:** Most common ([Advice for creating a poster with PowerPoint](#)).
- **Adobe Illustrator, Photoshop and InDesign:**
 - Professional software with lot of options
 - more complex
 - \$\$\$
- **Open Source:**
 - [OpenOffice](#) Impress = PowerPoint equivalent
 - [Inkscape](#)
 - [Gimp](#)
 - Charts and diagrams
 - [Gliffy](#) or [Lovely Charts](#).
 - [free graphics software](#)

Know the audience

- Expect
 - Casual viewers from a different field
 - Will need you to walk through problem etc.
 - Viewers with overlapping expertise
 - Will need context
 - Experts
 - Will be interested in your results

The presentation

- Practice and have different levels of a explanation ready
- Context
 - big picture
 - Why problem important
- Plain language
 - avoid jargon etc. (unless sure expert audience)
- Interpret findings
 - all types of people should understand how work solves problem

For more information – see references

- Colours
- Fonts
- Titles
- Good figures
- Good figure titles
- Headings
- Etc.

- Example 1

- <https://youtu.be/vMSaFUrK-FA?t=55s>

- Example 2

- <https://youtu.be/vMSaFUrK-FA?t=1m54s>

Références / References

- <http://guides.nyu.edu/posters>
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- <http://colinpurrington.com/tips/poster-design>
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