HOW TO CREATE AN IMPACTFUL POSTER

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AGENDA

- Poster building blocks
- Build a story
- Design
- Pitching
Poster building blocks

- Poster basics
- Corporate design
- Title
- Figures
- Text
Basics

Use the correct poster format when required by the conference

- Dimensions
- Sections (intro, methods, results, discussion, conclusion)
- Fonts (do not use many different fonts, 2-3 max)
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Why?

Anal retentive PI’s will first notice what is wrong with the format before they read a word of your poster, leaving a bad first impression.
Corporate design

Different layouts for different events
Title

Titles should be specific enough to draw attention from people in your field, but not too specific for non-experts.

Avoid using the abbreviation of your transient quadruple knock out.

Keep it short as most people quickly scan poster titles as they walk down the isles. Readers will just keep moving down the isle.
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Why?
There are hundreds, if not thousands, of posters at most conferences and very little time to have long conversations.

Give people a reason to stop and forget about the posters they planned on seeing!
Figures

Figures and figure text should almost completely tell the story without further text.

People look at the title and figures first, then decide if they want to read the poster and ask questions.

Posters are not papers. Don’t be afraid to create a descriptive design to draw attention.

Maybe something like this...
Text

Poster text should be written before you begin to format the poster.

Do not add text to fill white space.

Language and style are important. Ask your PI to look over the text if you are unsure. Use active words. Own the results.
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Why?

Founding editor of Circulation Research Carl John Wiggers

“Readers are greatly influenced in their judgment of a research project by literary style; a poor presentation can easily damage the best investigation. Simplicity and directness with avoidance of redundancy have a general appeal.”

Circulation Research, Volume 1 /1, January 1953
Build a story

Questions to answer regardless of format

- What is the problem? Why does the world care?
- What is your hypothesis? Based on what previous data?
- What did you do?
- What were the results?
- What is next?
Design

Colors

- Colors should match your corporate design
- No more than 2 or 3 colors in palette (https://coolors.co/)
- Dark colors on light backgrounds are easy to read
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Not ideal ...

https://www.nature.com/naturejobs/science/articles/10.1038/nj7387-113a
Design

Comparing universities, small and large firms in knowledge production and dissemination – A focus on academic knowledge as a driver for technological innovation

Friedrich Donhauser, Peter Neuhäuser

Abstract

In a generally open society and market economy, the role of higher education, research and technological development is crucial. The impact of universities on the innovation process and their potential to drive technological development is receiving increasing attention. This paper aims to contribute to this debate by assessing the extent to which academic knowledge dissemination and research on technological development affects the quality of research and innovation in universities. The paper suggests a framework for assessing the potential of universities to drive technological development, and it examines the relationship between academic knowledge dissemination and research and the potential impact of universities on society.

Introduction

Universities play a crucial role in the research and development process, as they are responsible for producing new knowledge. This knowledge is often used by other sectors, such as industry, to develop new products and services. The paper aims to examine the extent to which universities contribute to technological development.

Theory & Variables

Methods

The method used to examine the impact of universities on technological development is a survey. The survey was conducted among universities and firms, and data were collected through questionnaires.

Results

The results showed that universities play a significant role in technological development. The paper suggests that universities should further increase their efforts to disseminate knowledge and promote research on technological development.

Conclusions

Universities have the potential to drive technological development, but their impact can be improved by increasing knowledge dissemination and research on technological development. The paper recommends that universities should focus on disseminating their knowledge and promoting research on technological development to contribute more effectively to technological development.

http://www.isi.fraunhofer.de/isid-e/p/publikationen/poster_award_fd_pn.php
Placing sections

English posters should be arranged top to bottom and left to right and should follow the same flow as a paper. Intro, methods, etc.
Placing sections

However, where do you put the conclusion??
Some say at place 1 or place 4, most of us put it at place 5.
Placing sections

Sections should have clear headers

We use a dark background with white text to separate headers from the rest of the poster

INTRODUCTION

You could also put a outline box around the entire section

INTRODUCTION

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Left justify please.
Pitching

Why call it pitching? This isn’t a business, is it?

Because the conversation about the poster is about you and your ability to communicate your research to the listener.

Yes, the poster and conference is about science, but talking science is also an opportunity to sell yourself to a future PI, paper reviewer or grant committee member.

Science requires networking and collaboration. Your poster is where you start to build these connections.
Pitching

How do I prepare?

- Know the papers you reference and background data
  - Meaning that you have actually read the papers
- Know the data backwards and forwards
  - You did the work. You should know the work by heart.