Northland ACSM Webinar

HOW TO CREATE A ~~GOOD~~ GREAT POSTER!

ACSM Northland Chapter

Links

- Link to Webinar
  - https://mediaspace.minnstate.edu/media/NLACSM-+Webinar+How+to+Make+a+Great+Poster%21/1_ualczl3f
- Links to Templates
  - Each template is at the end of this presentation with a link (in the title) to each one

Overview

- *PURPOSE* of a professional poster presentation
- *WHAT* goes on a professional poster
- *HOW* do you make a professional poster
- *LOGISTICS* of having a professional poster
- Sample Templates
- Questions

PURPOSE

OF A PROFESSIONAL POSTER PRESENTATION

Purpose of a Professional Poster Presentation

- What is the purpose of a professional poster presentation?

- What would make you stop and look at a poster?

WHAT

GOES ON A PROFESSIONAL POSTER

What Sections are Included in a Poster?

1. Title, Author names, Author institutions
2. Abstract
3. Introduction & Purpose
4. Methods
5. Results
6. Discussion/Conclusion
7. Acknowledgements
8. References/Literature Cited

What Sections are Included in a Poster? Cont.

1. Title, Author names, Author institutions
   - Copy/paste title from abstract – should be exactly the same
   - List all author names
   - List all institutions (link to authors with superscript numbers)
2. Abstract
   - Copy and paste your accepted abstract
3. Introduction & Purpose
   - Create an argument and provide theoretical background
   - Should contain a synthesis of multiple sources
   - Include the purpose (and hypothesis) of your study

What Sections are Included in a Poster?

4. Methods
   - Recruitment characteristics (age, gender, ethnicity, activity level, etc.)
   - Include all methodology, procedures, and statistics used
   - May want to include pictures of data collection/equipment used
5. Results
   - Include the main findings of your study
     - Will be in text, table, or figure format
   - Should take up a large portion of your poster
   - All tables/figures should have an appropriate caption

What Sections are Included in a Poster?

6. Discussion/Conclusion
   - Explain your results
     - What was the main finding?
     - Was it what you expected?
     - Does it corroborate previous research?
     - What were the limitations of your study?
     - How can you apply this to the real world?
7. Acknowledgements
   - Include funding sources here and/or people who helped you but not enough for authorship
8. References/Literature Cited
   - Cite the references you used in APA format
   - For more information on APA format, visit Purdue OWL

Planning Your Poster

- Most important things go first
  - Title goes in the top center
- Think VISUALLY
  - What is the best way to present the information that pleases the eyes and conveys the message?
  - Avoid too many boxes/borders because it will prevent smooth reading between sections

HOW

DO YOU MAKE A PROFESSIONAL POSTER

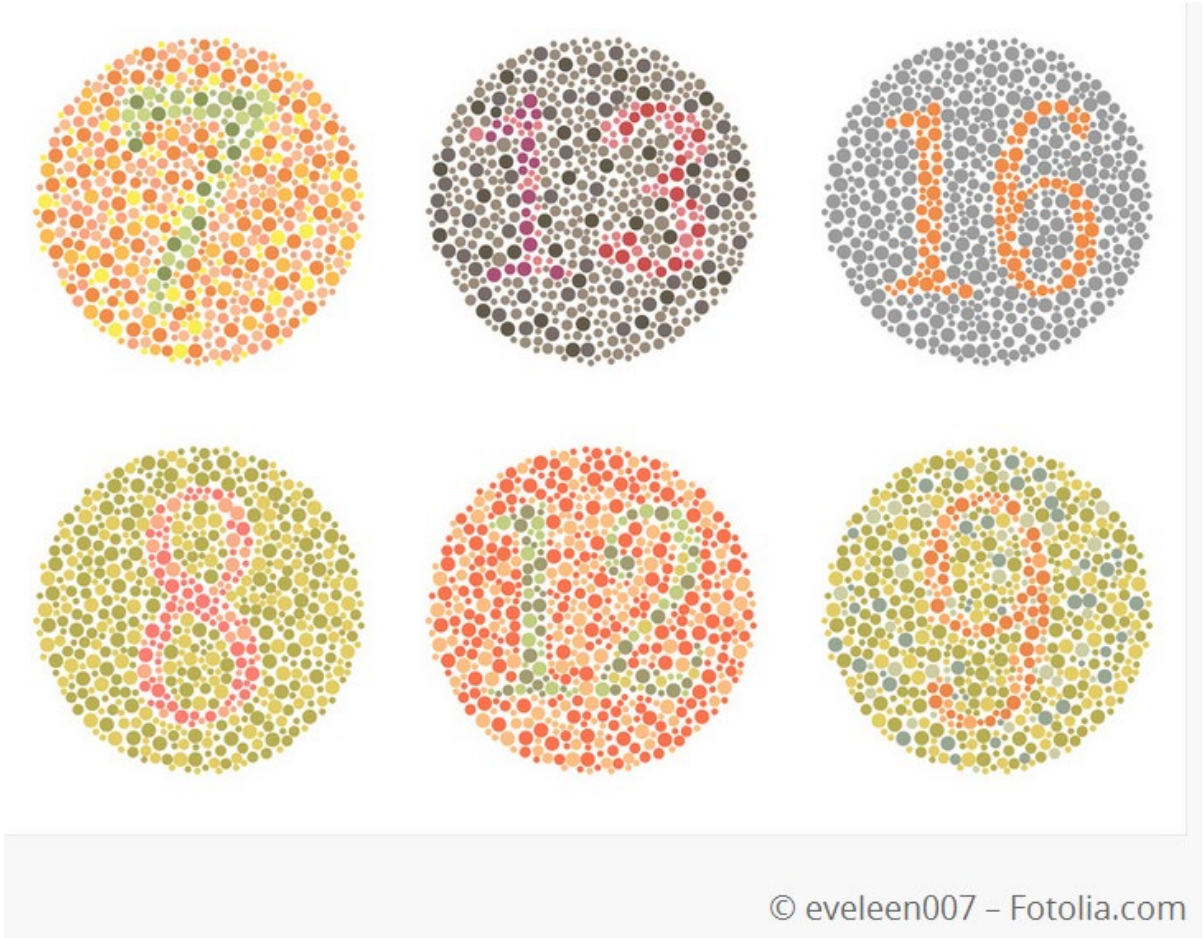
Creating a Template

1. Use PowerPoint
2. Create a custom-sized PowerPoint slide
   a) Design tab → Slide Size → Custom Slide Size → Click on Landscape and type in dimensions of your poster (NLACSM: 36 in high x 48 in wide)
3. Create the style of your poster
   a) Decide color scheme
   b) Decide font choices
   c) Decide overall layout of poster

3a. Decide Color Scheme

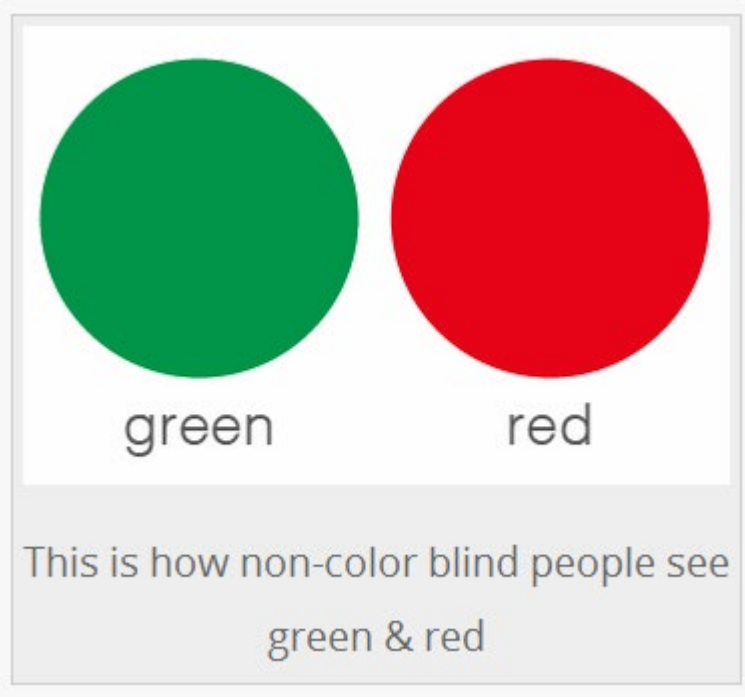
- Can create your own colors using media/style guides
  - Click on Font Color Icon → More colors → Custom → Enter in Red, Green, Blue values
    - WSU Violet: Red = 75, Green = 8, Blue = 161
- Use a light-colored background with dark-colored text
  - Saves on ink and disappointment if colors run or are different once printed
- Colors should be visually pleasing
  - Be aware of color-deficient alleles

Color Choices



http://www.somersault1824.com/tips-for-designing-scientific-figures-for-color-blind-readers/

Color Choices



This is how non-color blind people see green & red

This is how color blind people see green & red

http://www.somersault1824.com/tips-for-designing-scientific-figures-for-color-blind-readers/

3b. Decide Font Choices

- Tips and Hints
  - DO NOT USE ALL CAPS…PEOPLE THINK YOU'RE YELLING AT THEM
  - Use common fonts so all computers will have them
    - Examples: Arial, Times New Roman, or Palatino
  - Minimum size of 18, preferably larger
    - Should be able to be read from 5 ft away
  - Be consistent with font size throughout poster
    - Headings and text can use different sizes, but all headings should have the same size
  - Choose only 1-2 fonts (headings and text may be different)
    - Headings – use a sans serif font
    - Text – use a serif font (easier to read at smaller font sizes)

Serif vs. Sans Serif

http://www.webdesignerdepot.com/2013/03/serif-vs-sans-the-final-battle/

Using UPPER and Lower Case Letters

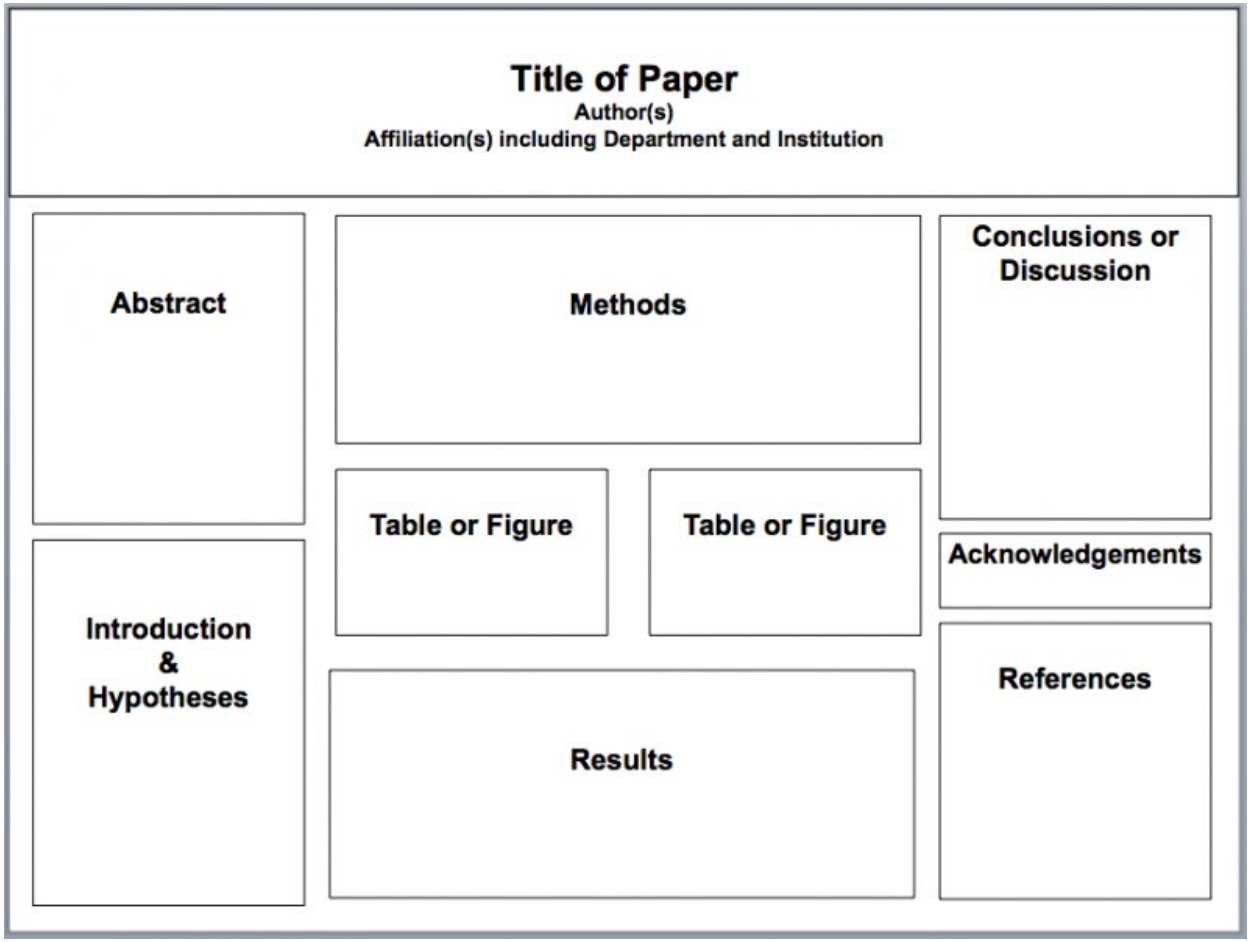
- Using all UPPER CASE LETTERS MAKES EVERY WORD A RECTANGLE
- Using Upper and Lower Case Letters Allows Each Word to Be More Effortlessly Read

3c. Decide Overall Layout

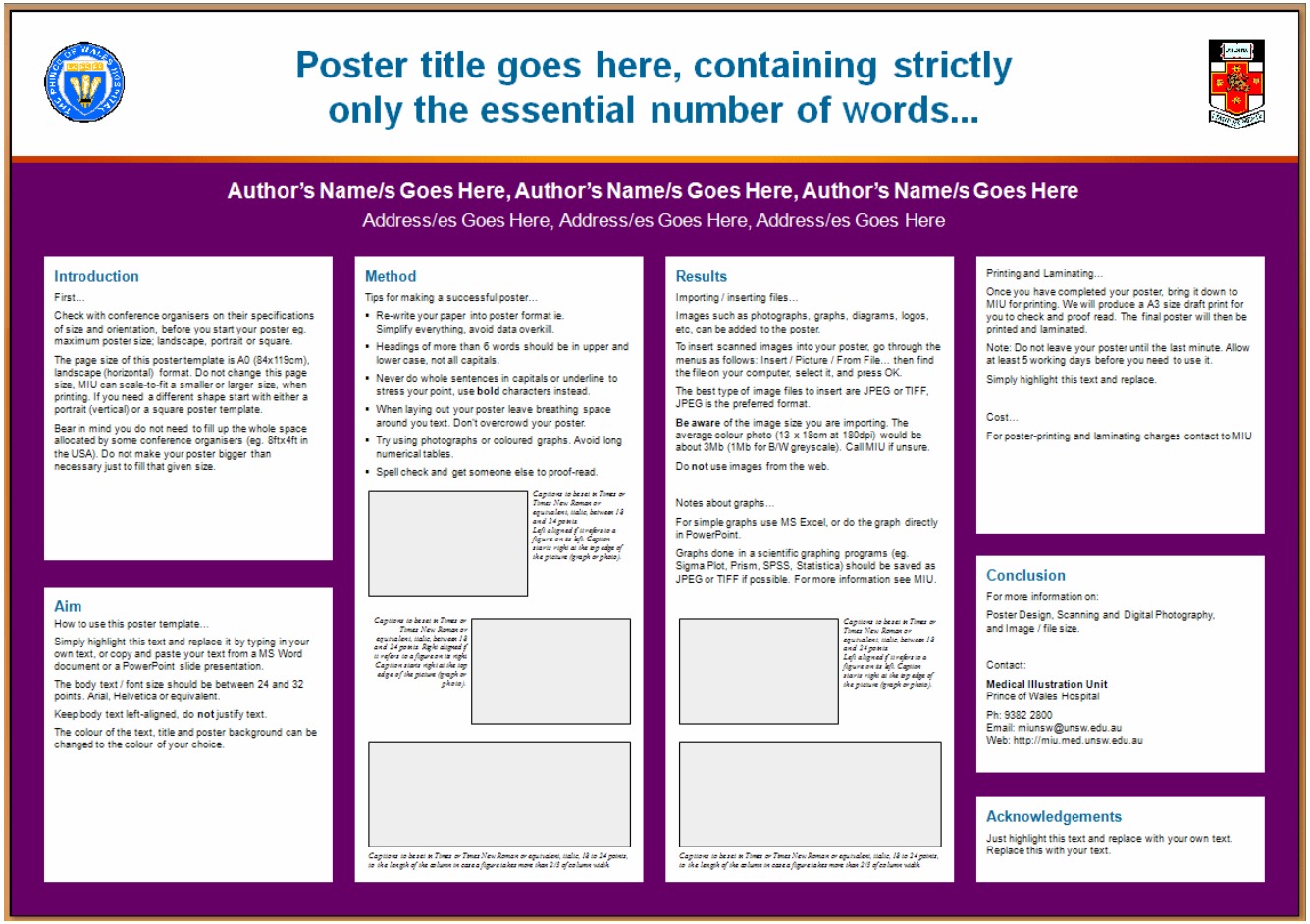
USUALLY 2-4 COLUMNS DEPENDING ON AMOUNT AND TYPE OF INFORMATION

- Consider
  - Sections that are necessary
    - Heading/title & author block
    - Abstract
    - Introduction
    - Purpose
    - Methods
    - Results
    - Conclusion
- Amount and type of
  - Tables
  - Figures
- Which is easier to read?
  - A paragraph 4.5 ft wide or 3 columns?

Potential Layout Schemas



Potential Layout Schemas



Poster title goes here, containing strictly only the essential number of words...

Author's Name/s Goes Here, Author's Name/s Goes Here, Author's Name/s Goes Here

Address/es Goes Here, Address/es Goes Here, Address/es Goes Here

Introduction

First...

Check with conference organisers on their specifications of size and orientation, before you start your poster eg. maximum poster size; landscape, portrait or square.

The page size of this poster template is A0 (84x119cm), landscape (horizontal) format. Do not change this page size, MIU can scale-to-fit a smaller or larger size, when printing. If you need a different shape start with either a portrait (vertical) or a square poster template.

Bear in mind you do not need to fill up the whole space allocated by some conference organisers (eg. 8ftx4ft in the USA). Do not make your poster bigger than necessary just to fill that given size.

Aim

How to use this poster template...

Simply highlight this text and replace it by typing in your own text, or copy and paste your text from a MS Word document or a PowerPoint slide presentation.

The body text / font size should be between 24 and 32 points. Arial, Helvetica or equivalent.

Keep body text left-aligned, do **not** justify text.

The colour of the text, title and poster background can be changed to the colour of your choice.

Method

Tips for making a successful poster...

- Re-write your paper into poster format ie. Simplify everything, avoid data overkill.
- Headings of more than 6 words should be in upper and lower case, not all capitals.
- Never do whole sentences in capitals or underline to stress your point, use **bold** characters instead.
- When laying out your poster leave breathing space around you text. Don't overcrowd your poster.
- Try using photographs or coloured graphs. Avoid long numerical tables.
- Spell check and get someone else to proof-read.

Captions to be set in Times or Times New Roman or equivalent, italic, between 18 and 24 points. Left aligned if it refers to a figure on its left. Caption starts right at the top edge of the picture (graph or photo).

Captions to be set in Times or Times New Roman or equivalent, italic, between 18 and 24 points. Right aligned if it refers to a figure on its right. Caption starts right at the top edge of the picture (graph or photo).

Captions to be set in Times or Times New Roman or equivalent, italic, 18 to 24 points, to the length of the column in case a figure takes more than 2/3 of column width

Results

Importing / inserting files...

Images such as photographs, graphs, diagrams, logos, etc, can be added to the poster.

To insert scanned images into your poster, go through the menus as follows: Insert / Picture / From File... then find the file on your computer, select it, and press OK.

The best type of image files to insert are JPEG or TIFF, JPEG is the preferred format.

Be aware of the image size you are importing. The average colour photo (13 x 18cm at 180dpi) would be about 3Mb (1Mb for B/W greyscale). Call MIU if unsure.

Do **not** use images from the web.

Notes about graphs...

For simple graphs use MS Excel, or do the graph directly in PowerPoint.

Graphs done in a scientific graphing programs (eg. Sigma Plot, Prism, SPSS, Statistica) should be saved as JPEG or TIFF if possible. For more information see MIU.

Captions to be set in Times or Times New Roman or equivalent, italic, between 18 and 24 points. Left aligned if it refers to a figure on its left. Caption starts right at the top edge of the picture (graph or photo).

Captions to be set in Times or Times New Roman or equivalent, italic, 18 to 24 points, to the length of the column in case a figure takes more than 2/3 of column width

Printing and Laminating...

Once you have completed your poster, bring it down to MIU for printing. We will produce a A3 size draft print for you to check and proof read. The final poster will then be printed and laminated.

Note: Do not leave your poster until the last minute. Allow at least 5 working days before you need to use it.

Simply highlight this text and replace.

Cost...

For poster-printing and laminating charges contact to MIU

Conclusion

For more information on:

Poster Design, Scanning and Digital Photography, and Image / file size.

Contact:

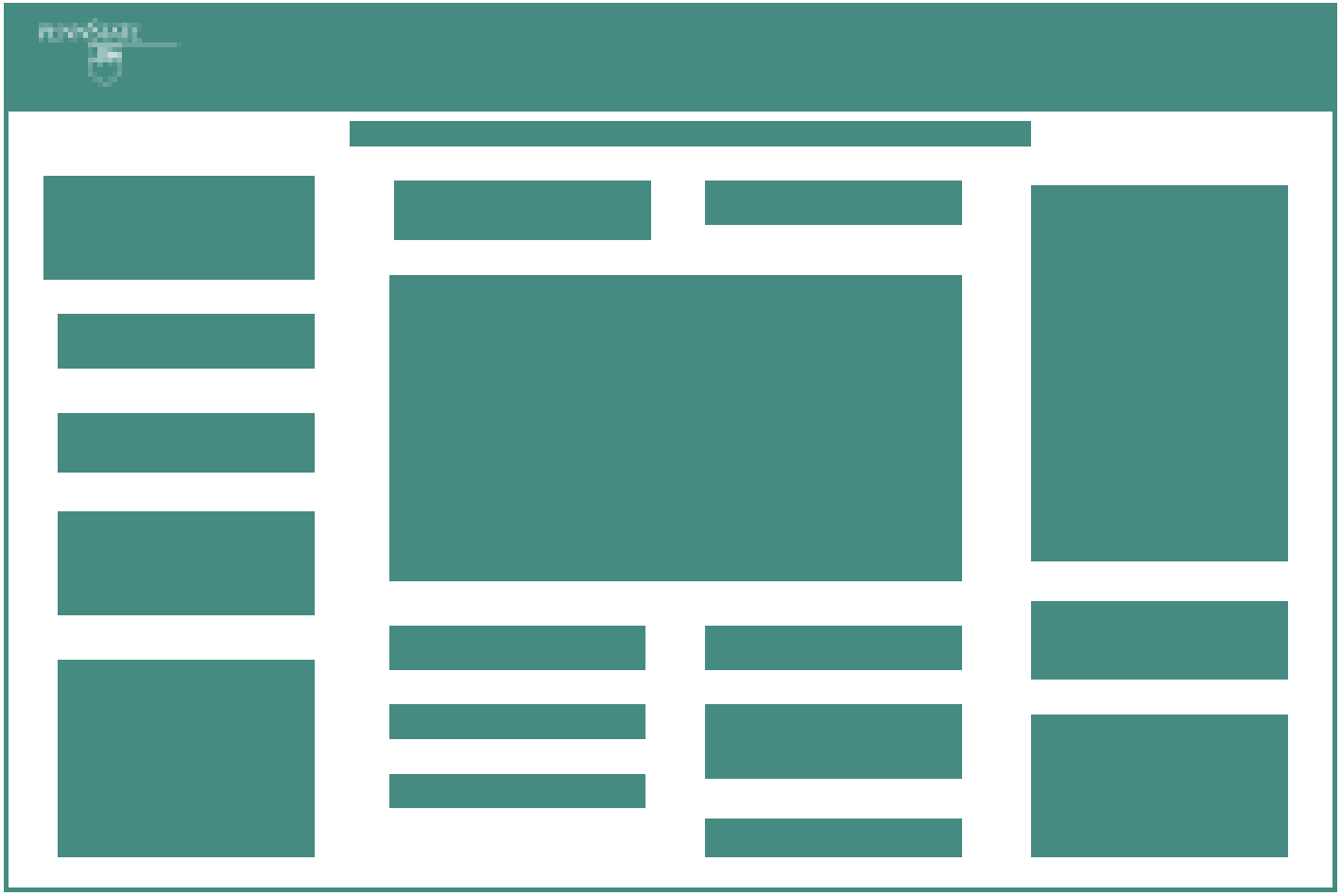
Medical Illustration Unit
Prince of Wales Hospital

Ph: 9382 2800
Email: miunsw@unsw.edu.au
Web: http://miu.med.unsw.edu.au

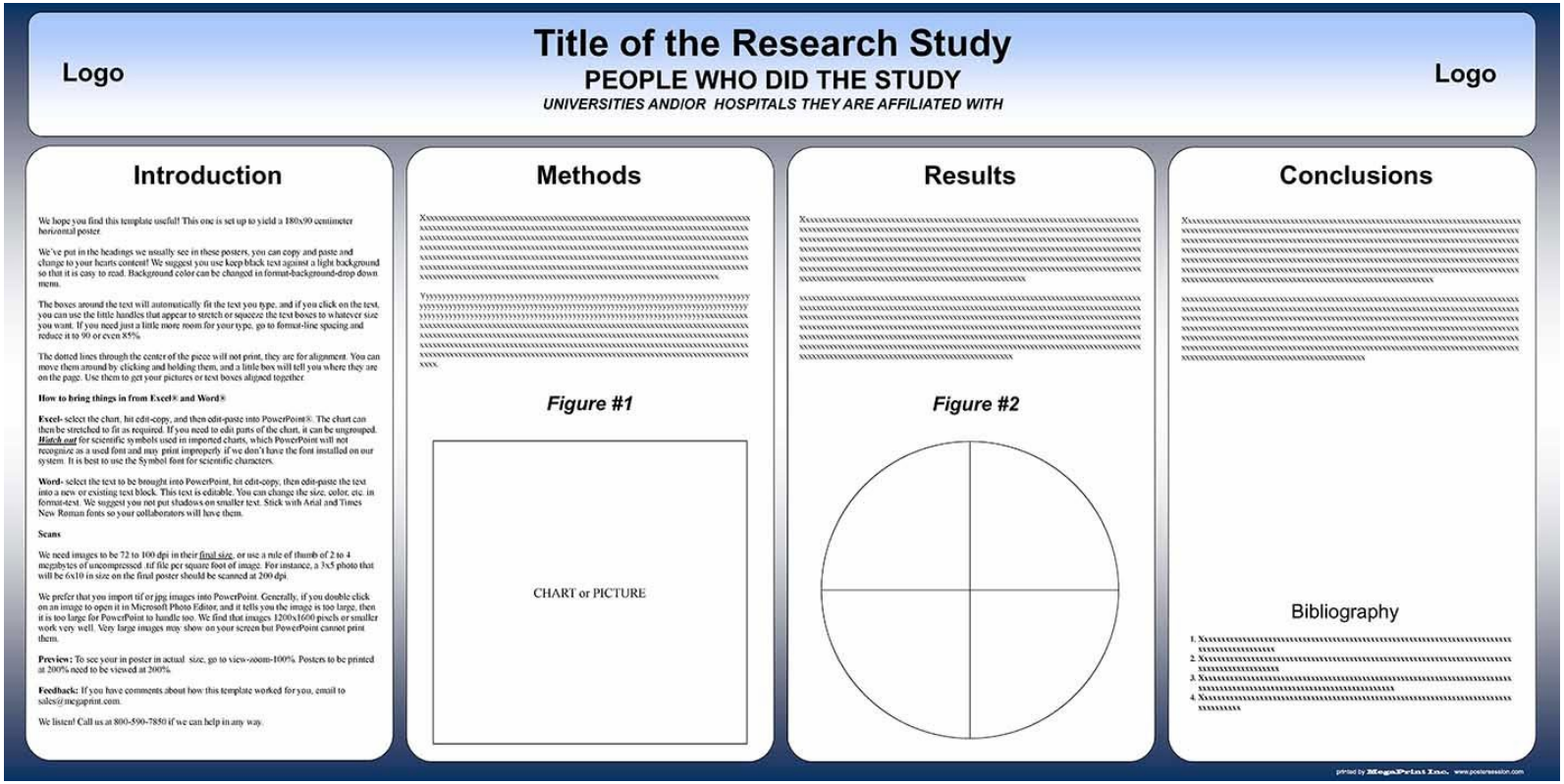
Acknowledgements

Just highlight this text and replace with your own text. Replace this with your text.

Potential Layout Schemas



Potential Layout Schemas



Formatting a Poster

- Create on a single platform (PC vs. Mac) to reduce errors
- Paraphrase when possible
- Check' grammer. and speling, multiple times?
- Make poster aesthetically pleasing
  - Use figures/tables when possible
- Use white space appropriately
- Use consistent spacing and formatting
  - Use the Align tool in PowerPoint
- If using images – use high quality images
  - Balance out pictures if possible

Tips & Tricks for Formatting on a PC (Macs have similar commands, but you need to google them)

- Creating text boxes of the same size
  - On Insert tab, click “Text Box” option → Insert and draw text box → switch to Format tab under your Drawing Tools → type in the height and width you want
    - Keep using this method OR
    - Copy and paste once you have the correct size & formatting
- Aligning multiple text boxes
  - Hold “Control” and click on multiple text boxes
  - On Home tab, click “Arrange” icon → Align → Choose alignment
    - Can also distribute horizontally and vertically when multiple items are selected
- Formatting your text all the same
  - Format painter icon

Tips & Tricks for Formatting on a PC (Macs have similar commands, but you need to google them))

- Changing color of text boxes
  - Click on your text box, on the Format tab under your Drawing Tools → Shape Fill → Choose color to fill text box
- Changing color of border of text boxes
  - Click on your text box, on the Format tab under your Drawing Tools → Shape Outline → Choose color
- You can also change the thickness of your borders!
  - Click on your text box, on the Format tab under your Drawing Tools → Shape Outline → Weight → Choose weight (i.e., thickness of border)

LOGISTICS

OF HAVING A PROFESSIONAL POSTER

Presenting Your Poster

- Dress professionally
  - Wear comfortable shoes
- Wear your nametag
- Be on time!
- Smile and make eye contact with those who walk by
- Greet viewers with “hello” and offer to answer any questions they may have
- Don’t take criticism personally
- If you don’t know the answer to a question
  - It’s OK!
  - Ask the question back to them
  - Say “that’s an interesting point, I’ll need to look into it more”

Transporting Your Poster

- Rubber band roll
  - Not ideal, but will get the job done
  - Try not to scuff up the edges as you transport it
- Cardboard/plastic carrying tube
  - Can fit more than 1 poster/tube!
- If NLACSM is printing it, please check at the registration table when you arrive

Presenting Your Poster

- Dress professionally
  - Wear comfortable shoes
- Wear your nametag
- Be on time!
- Smile and make eye contact with those who walk by
- Greet viewers with “hello” and offer to answer any questions they may have
- Don’t take criticism personally
- If you don’t know the answer to a question
  - It’s OK!
  - Ask the question back to them
  - Say “that’s an interesting point, I’ll need to look into it more”

Sample Templates

- Northland ACSM has provided 6 templates to get you started!

Template 1 Link

UMD Duluth

Project Title

Your Names
Institutions

UMD Department of Applied Human Sciences
University of Minnesota Duluth
Driven to Discover

Abstract
- Copy and paste your submitted abstract here.

Introduction
- Create an argument and provide theoretical background in bullet points here.
- Should contain a synthesis of multiple sources.

Purpose
- Purpose and hypothesis for your study

Materials and Methods
- Include all methodology, procedures, and scales used

Results

(Results should be in both figures and written. Most important results go in figures with appropriate figure captions. You can include as many or few as appropriate. Can also include tables with summary of data…whatever you need for your project. This section should take up a large portion of the poster and be visually appealing)
You can include pictures of your data collection or equipment used and tables of subject demographics.

	Total Sample
Gender, n (%)	
Male	1,907 (40.9%)
Female	1,323 (59%)
Prefer not to answer or non-binary	3 (0.1%)
Race/ethnicity, n (%)	
Hispanic/Latino	37 (1.1%)
Non-Hispanic White	3056 (94.3%)
Black or African American	18 (0.6%)
American Indian or Alaska Native	2 (0.1%)
Asian	25 (0.8%)
Native Hawaiian or other Pacific Islander	1 (0.0%)
Prefer not to disclose	96 (3%)
Age, mean ± SD, yr	49 ± 16.49
Range	21-94
Graduation Year, mean ± SD, yr	1994 ± 16.52
Range	1950-2021
Annual Houshold Income, median range	$140,000-$149,000
Highest Achieved Education level, n (%)	
Bachelor's Degree	1,633 (50.5%)
Master's Degree	1,008 (31.2%)
Doctorate or Professional Degree	592 (18.3%)

Table 1. Demographic profile of participants.

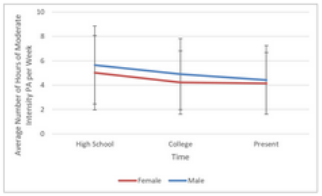


Figure 1. Figure Caption

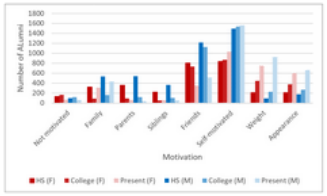


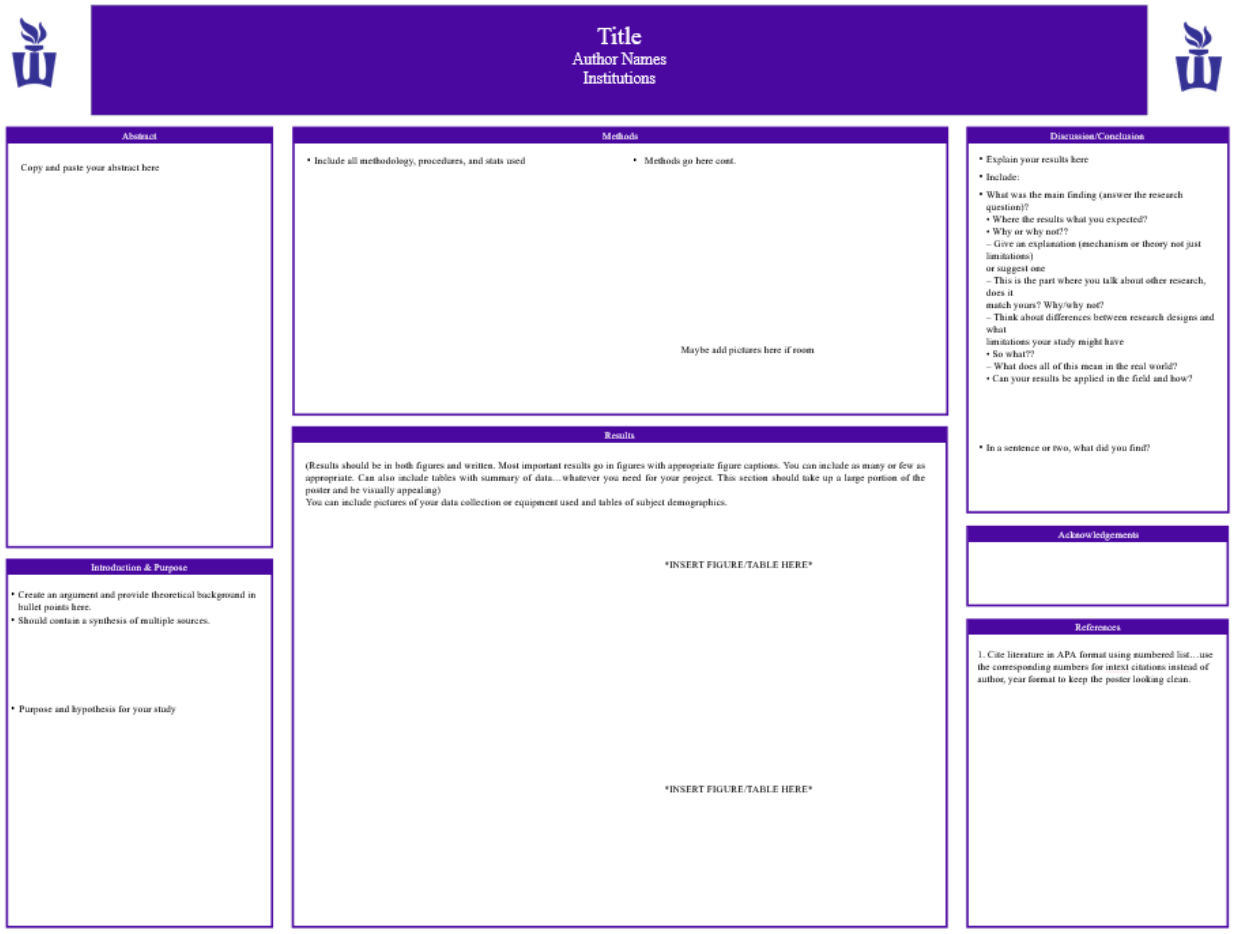
Figure 2. Figure Caption

Discussion
- Explain your results here
- Include:
- What was the main finding (answer the research question)?
  - Where the results what you expected?
  - Why or why not?
  - Give an explanation (mechanism or theory not just limitations) or suggestions
  - This is the part where you talk about other research, does it match yours? Why/why not?
  - Think about differences between research designs and what limitations your study might have
  - So what??
  - What does all of this mean in the real world?
  - Can your results be applied in the field and how?

Conclusion (s)
- In a sentence or two, what did you find?

Literature Cited

Template 2 Link



Title
Author Names
Institutions

Abstract

Copy and paste your abstract here

Introduction & Purpose

- Create an argument and provide theoretical background in bullet points here.
- Should contain a synthesis of multiple sources.

- Purpose and hypothesis for your study

Methods

- Include all methodology, procedures, and stats used
- Methods go here cont.

Maybe add pictures here if room

Results

(Results should be in both figures and written. Most important results go in figures with appropriate figure captions. You can include as many or few as appropriate. Can also include tables with summary of data…whatever you need for your project. This section should take up a large portion of the poster and be visually appealing)
You can include pictures of your data collection or equipment used and tables of subject demographics.

INSERT FIGURE/TABLE HERE

INSERT FIGURE/TABLE HERE

Discussion/Conclusion

- Explain your results here
- Include:
- What was the main finding (answer the research question)?
  - Where the results what you expected?
  - Why or why not??
  – Give an explanation (mechanism or theory not just limitations)
  or suggest one
  – This is the part where you talk about other research, does it
  match yours? Why/why not?
  – Think about differences between research designs and what
  limitations your study might have
  - So what??
  – What does all of this mean in the real world?
  - Can your results be applied in the field and how?

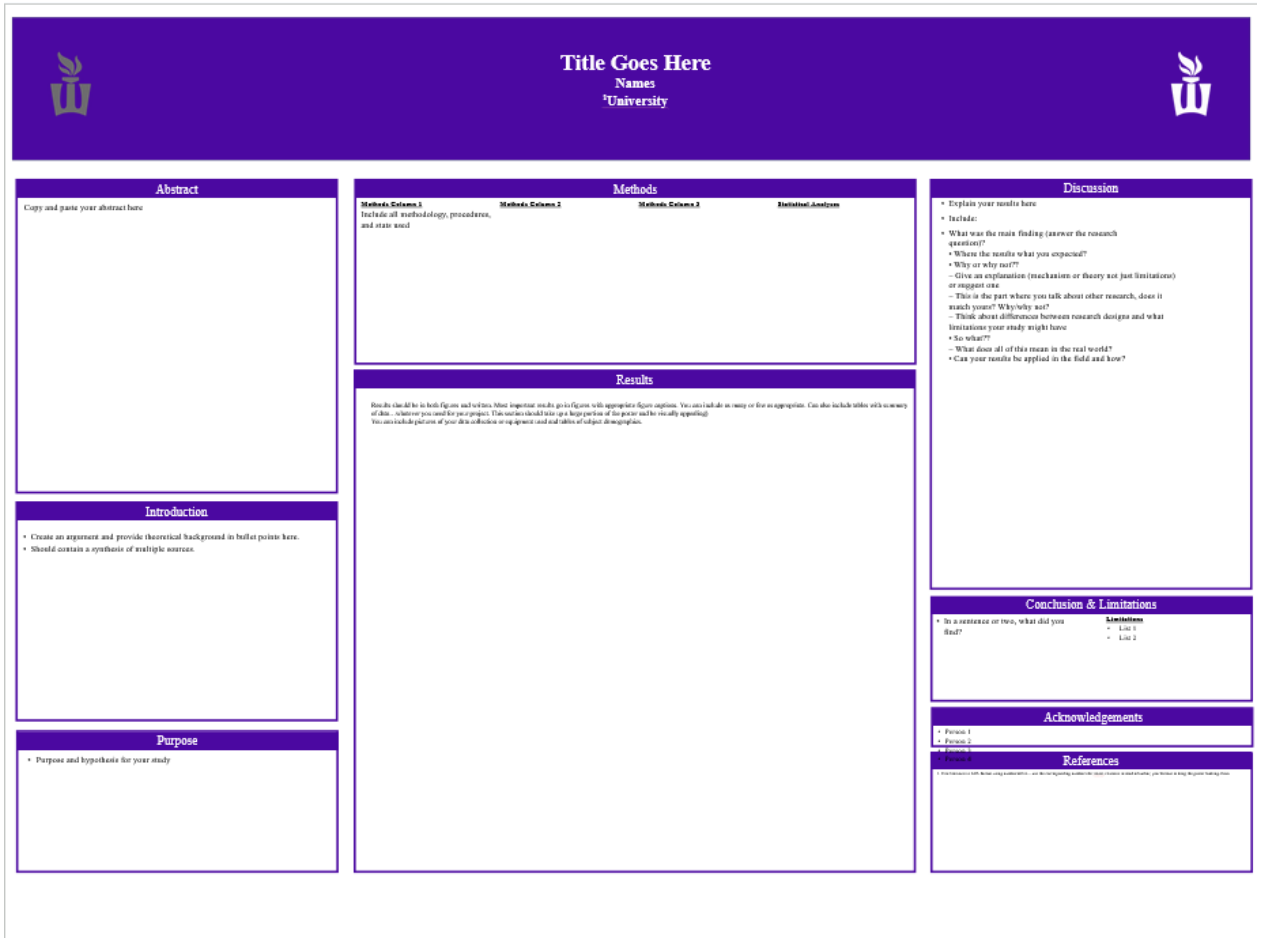
- In a sentence or two, what did you find?

Acknowledgements

References

1. Cite literature in APA format using numbered list…use the corresponding numbers for intext citations instead of author, year format to keep the poster looking clean.

Template 3 Link



Title Goes Here
Names
[1]University

Abstract
Copy and paste your abstract here

Introduction
- Create an argument and provide theoretical background in bullet points here.
- Should contain a *synthesis* of multiple sources.

Purpose
- Purpose and hypothesis for your study

Methods
Methods Column 1 | Methods Column 2 | Methods Column 3 | Statistical Analyses
Include all methodology, procedures, and stats used

Results
Results should be in both figures and written. Most important results go in figures with appropriate figure captions. You can include as many or few as appropriate. Can also include tables with summary of data…whatever you need for your project. This section should take up a large portion of the poster and be visually appealing!
You can include pictures of your data collection or equipment and end tables of subject demographics.

Discussion
- Explain your results here
- Include:
- What was the main finding (answer the research question)?
  - Where the results what you expected?
  - Why or why not??
  - Give an explanation (mechanism or theory not just limitations) or suggest one.
  - This is the part where you talk about other research, does it match yours? Why/why not?
  - Think about differences between research designs and what limitations your study might have
  - So what??
  - What does all of this mean in the real world?
  - Can your results be applied in the field and how?

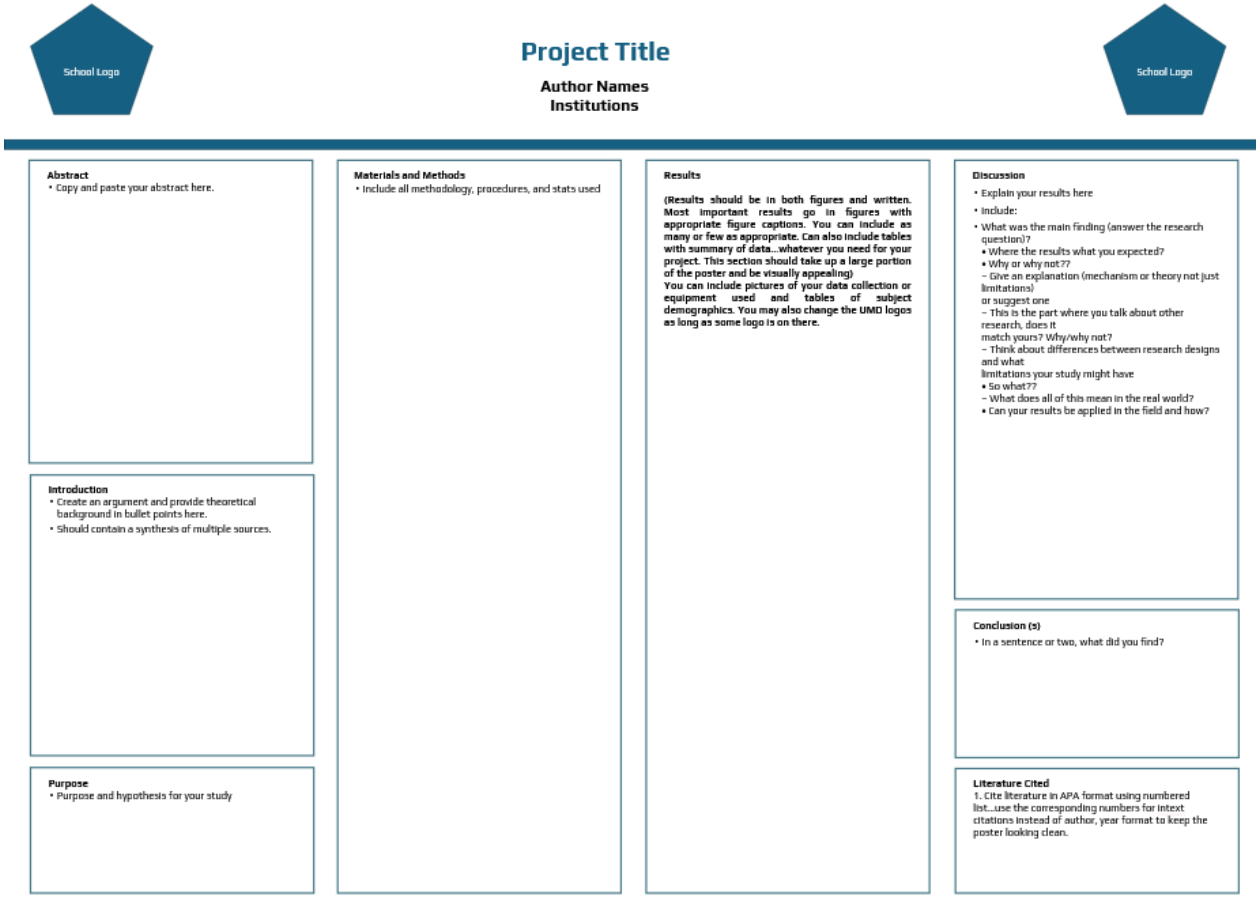
Conclusion & Limitations
- In a sentence or two, what did you find?

Limitations
- List 1
- List 2

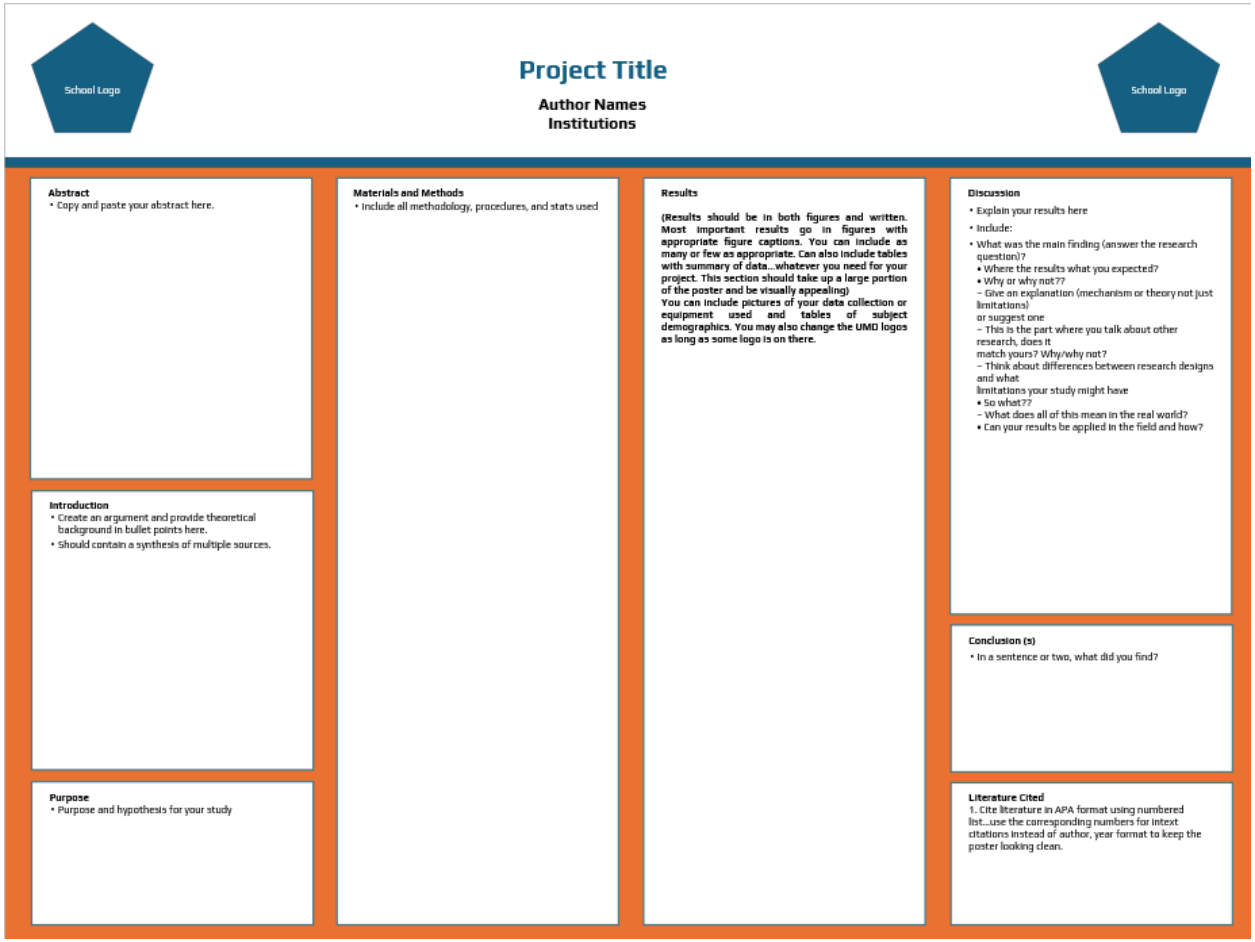
Acknowledgements
- Person 1
- Person 2
- Person 3
- Person 4

References

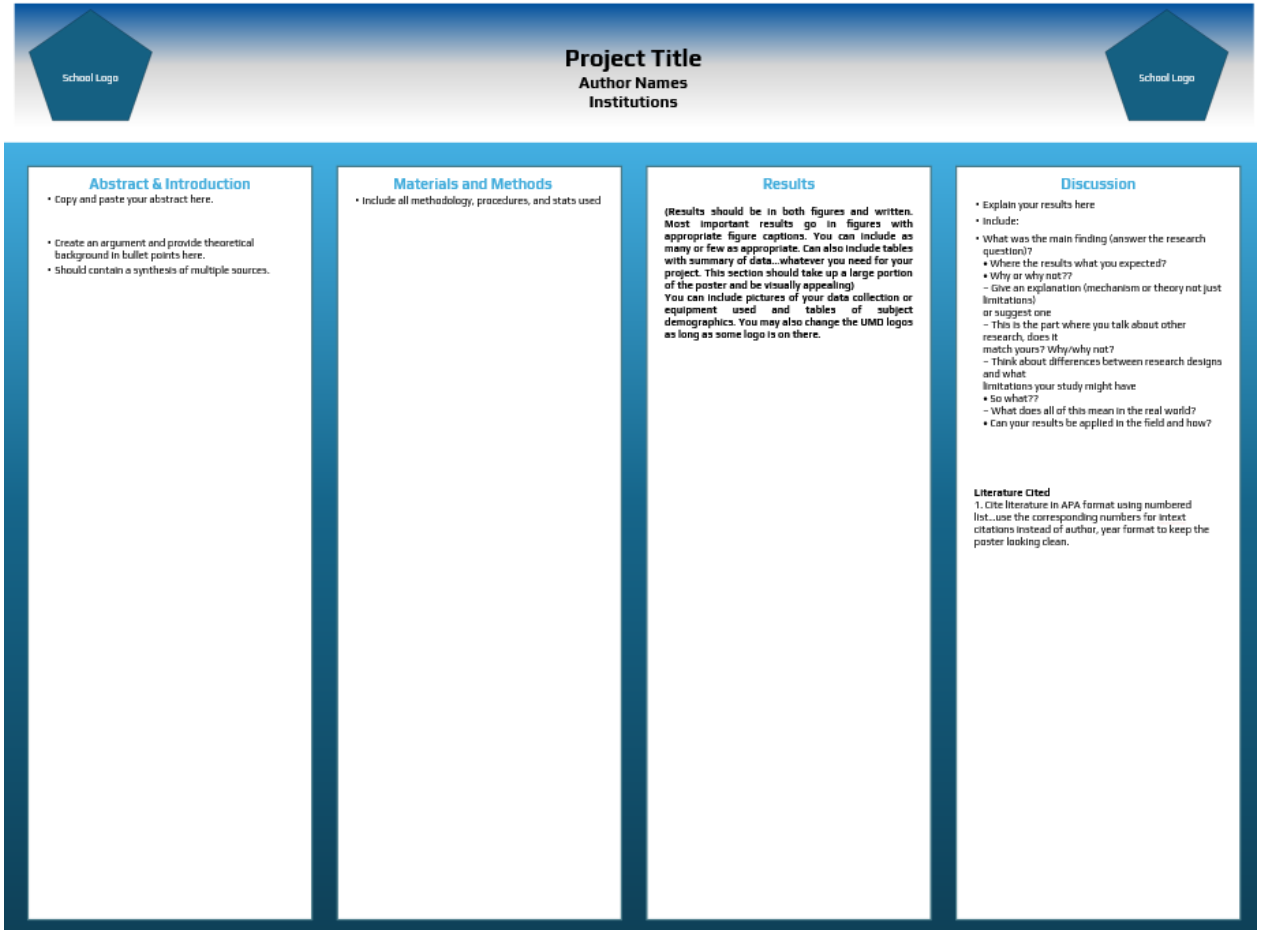
Template 4 Link



Template 5 Link



Template 6 Link



Questions?