Tips for Designing a Poster Presentation

Creating a compelling poster presentation for a scientific meeting can be intimidating, but it doesn't have to be. Planning ahead and reviewing the advice on this page will help to guarantee that your poster engages your audience, accurately presents your research, and is ready for the meeting.

Know Your Audience

When preparing your poster, think about how you can clearly communicate with your audience and catch their attention. Is your research specific to people in your field (e.g., materials science, industrial physics), or can you broaden your audience to include people in similar or unrelated areas of science? Remember to use clear language and avoid jargon so all readers can understand, regardless of their expertise.

Don't forget to work on your elevator pitch. A concise and compelling summary of your work that explains the importance of your research can help you catch your audience's attention. It also ensures you're prepared when someone at the meeting asks you about your poster.

Give Your Poster a Clean Layout

The poster presentation size for the DFD meeting is...

Remember to include the following:

- An eye-catching title—use a seventy-two to one hundred (72-100) point font to make your title stand out;
- The names of all authors, plus their institutions;
- Section headings; and
- Plenty of visually interesting and relevant graphics.

For maximum readability:

- Choose a font size for the body text in the twenty-four to thirty-two (24-32) point range.
- Use bulleted lists instead of whole paragraphs.
- Use a light background with dark letters.
- Pick one of the recommended fonts—Arial, Helvetica, Verdana, or Georgia is easy to read and widely available.
- Limit your fonts to two to three (2-3) colors.
- Do not use background images underneath your text, as these will conflict visually with the text and make your poster more difficult to read.

What to Include on Your Poster:

- **Introduction**: Your introduction should answer the question, Why is this problem important? Provide clear background to draw the reader’s interest and give context.
- **Procedure**: What methods, tools, and additional resources did you use for your project? Include images, tables, or charts when possible.
- **Graphics**: Use high-resolution images, label all charts and graphs, and include a legend if necessary.
- **Results**: In most cases, including all your raw data is unnecessary. Show the data analysis that is applicable and briefly describes your results. Remember to avoid jargon. Your results should be the most prominent feature in the layout of your poster.
• **Conclusion:** The conclusion is your opportunity to remind readers of the importance/relevance of your work. Use two to four (2-4) bullet points to summarize your conclusion.

• **References:** Remember to cite your work. Do not include titles.

• **Acknowledgments:** Take the time to thank your collaborators (those who are not co-authors) as well as your sources of funding. Don't forget to mention travel grants.

**Should You Include an Abstract on Your Poster?**
It is not necessary to include your abstract on the poster. However, if you have made significant changes from your initial submission, you may wish to include a brief summary.

**Proofread, Proofread, Proofread**
All co-authors should review and agree upon the content of the poster. Make sure that everything is spelled correctly and that your language is consistent. Show your poster to friends inside and outside your department to ensure that your writing is clear. This is also an excellent way to practice answering questions about your work.

**Practice Makes Perfect**
Once your poster is ready, it's time to start rehearsing your presentation.

**At the Meeting**
Put your poster up in its designated location during set-up hours; remove it at the time specified.

**NOTE:**
  - Audiovisual equipment is not allowed in the poster session. Posters should be designed using compelling printed visuals.
  - Your poster must correspond to the submitted abstract's title and content.