Scientific Posters – some guidelines
SACNAS-IU 2014

1. What is a poster and why should I present one?
   a. What: Large piece of paper used as the point of meeting for you to attract an
      audience to share a message about your scientific research
   b. Why: Organizing your results into a story helps you critically evaluate it
   c. Why: Convenient format to communicate your results to others in your field

2. Contents
   a. Title, authors, introduction, data sections, conclusions, and references
   b. Less text is better, be concise and descriptive
   c. Use images and graphics whenever possible

3. Layout and formatting
   a. Size: make everything including text large (smallest 18 pt)
   b. Colors: use a professional palette, avoid colors that are difficult to distinguish
      (http://aspnetresources.com/tools/colorBlindness)
   c. Text: opinions differ between serif or sans serif, use no more than 3 fonts

4. Additional tips
   a. Start early, send drafts to your mentors and peers for feedback
   b. Print it out on 8.5x11” paper for proofreading, consider handing this out at meetings
   c. Print a full-size poster and leave it with a pile of sticky notes and sharpies for people
      to leave anonymous feedback
   d. Leave a business card with your poster when you aren't there
   e. Review a judging criteria rubric to help you know if you've forgotten anything

RESOURCES:
1. Colin Purrington site (comprehensive and humorous, definitely recommended):
   http://colinpurrington.com/tips/academic/posterdesign
2. Quick list of tips from The Scientist:
   http://www.the-scientist.com/?articles.view/articleNo/31071/title/Poster-Perfect/
3. PLoS 10 Simple Rules for a Good Poster:
   http://www.ploscollections.org/article/info%3Adoi%2F10.1371%2Fjournal.pcbi.0030102
4. Pimp my poster feedback group:
   https://www.flickr.com/groups/pimpmyposter/
5. Short examples on style:
   https://science.nih.gov/confluence/display/~jonasnic/Elements+of+Style
6. An entire blog dedicated to poster topics:
   http://betterposters.blogspot.com/