Summer School Posters: Some Thoughts & Suggestions
Comments from the judges

• Posters were excellent! It was very interesting and informative viewing all of them

• Have a clear flow of thought through the poster guided by boxes and sub-titles (Background-Objective-Method-Results)

• Have a descriptive “tense appropriate” title (if it is work not yet completed, that’s o.k. but make it throughout (i.e. “A plan for investigating bird distributions on the Nottasuwaga golf course”)

• Have your main point front and center….don’t have conclusions or results as a tiny box at the bottom – especially not on the left side

• Don’t have too many words…don’t cut and paste text from a paper onto the poster……read the poster out loud as a test. It should not take more than 5 min or so……..

• Be careful background graphics don’t obscure text

• Instrument engineering/test posters should be “allowed” to be more complex

• Think about using your poster as a hallway display after a meeting

• There are excellent poster templates and suggestions and examples on the web
Keep these points in mind

• What is the take-away message?
  ➢ This should be simple and very clear, either from the title or in a bold statement in your Conclusions/Summary
  ➢ Think about adding a one-sentence statement at the start or the end of your poster

• What did you find out?

• Why should the reader care?

• Who is your audience?

• Titles should be informative
  ➢ i.e., give information on key results – what you found out
  ➢ Not just “labels”

• Start with an Introduction rather than an Abstract
Poster design – don’ts

• Don’t give too much text
  ➢ Would you read it all if it were someone else’s poster?
• Don’t use large background images if they interfere with text
• Don’t crowd the text against the figures
• Don’t run text across the whole 3-4 feet width of your poster
  ➢ It’s too hard for the eye to follow
• Don’t put lots of text near the bottom, making the reader bend down to read it, or just walk away
Poster design – do’s

• Think about the “entry point(s)"
• Make it readable
  ➢ … in ~5 minutes
  ➢ Could you read your whole poster in ~5 minutes?
• Use large, clear fonts for your text
• Make sure you have good contrast between your text and background
  ➢ What looks good on your computer screen may not look good on paper
  ➢ Print a draft copy if you can and look at it carefully
More do’s

• Break up big blocks of text with figures
• Have clear breaks between sections
• Bullet form is okay, particularly for summary points and future work
• Provide large maps with sufficiently large inset locator maps
• Be consistent in your use of upper and lower case
• Avoid sentences running into a single word on a line
• Read your text out loud to make sure you have commas in the right place
And a few more do’s

• Sometimes schematic diagrams work better than photos
• Use large font for all labels on figures
• Make your figures large and clear
• Put the “cabbage” (logos, etc.) at the bottom!
• Include your contact email address

Remember: “Less is more”