

How to Create an Effective Poster Presentation

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The Meaning of a Poster

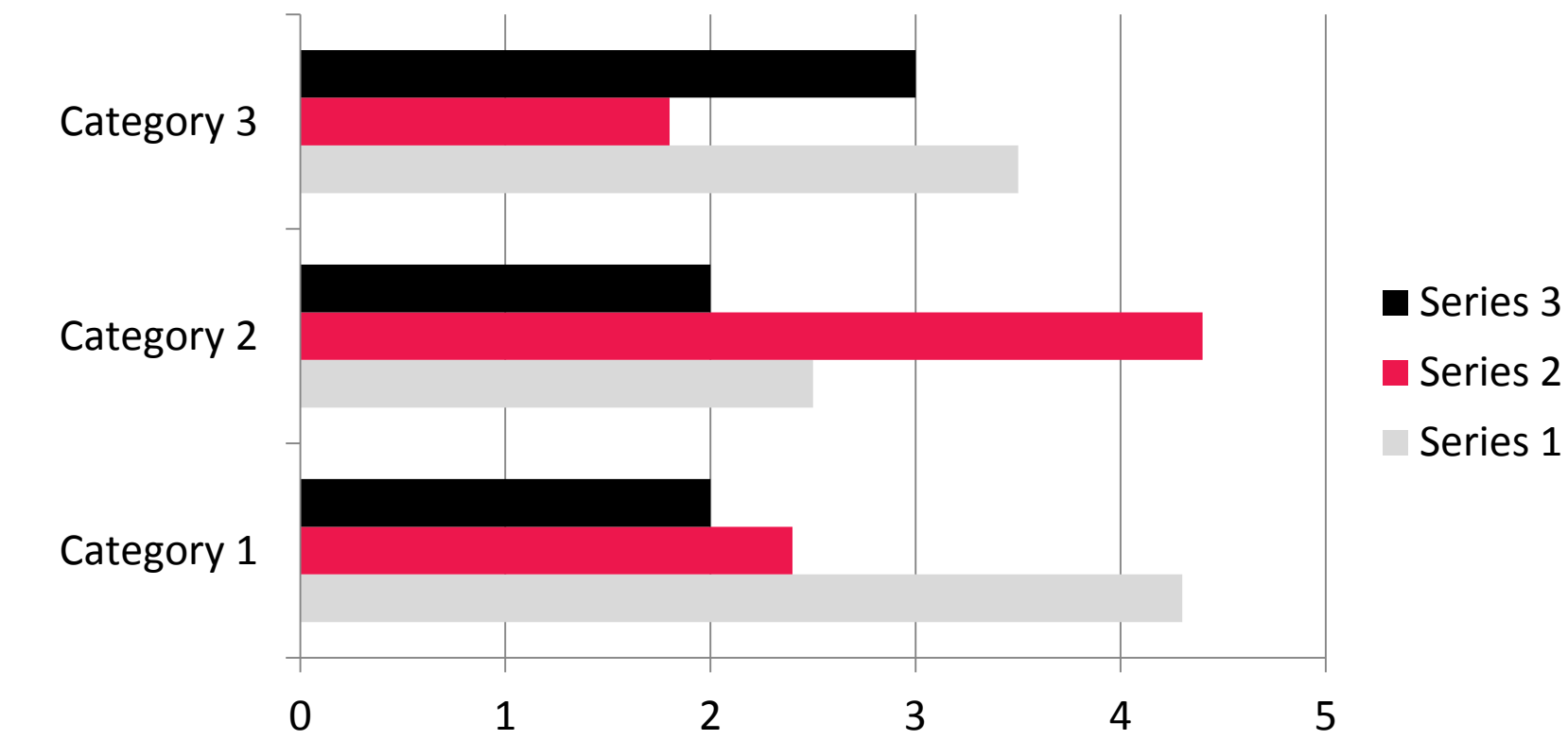
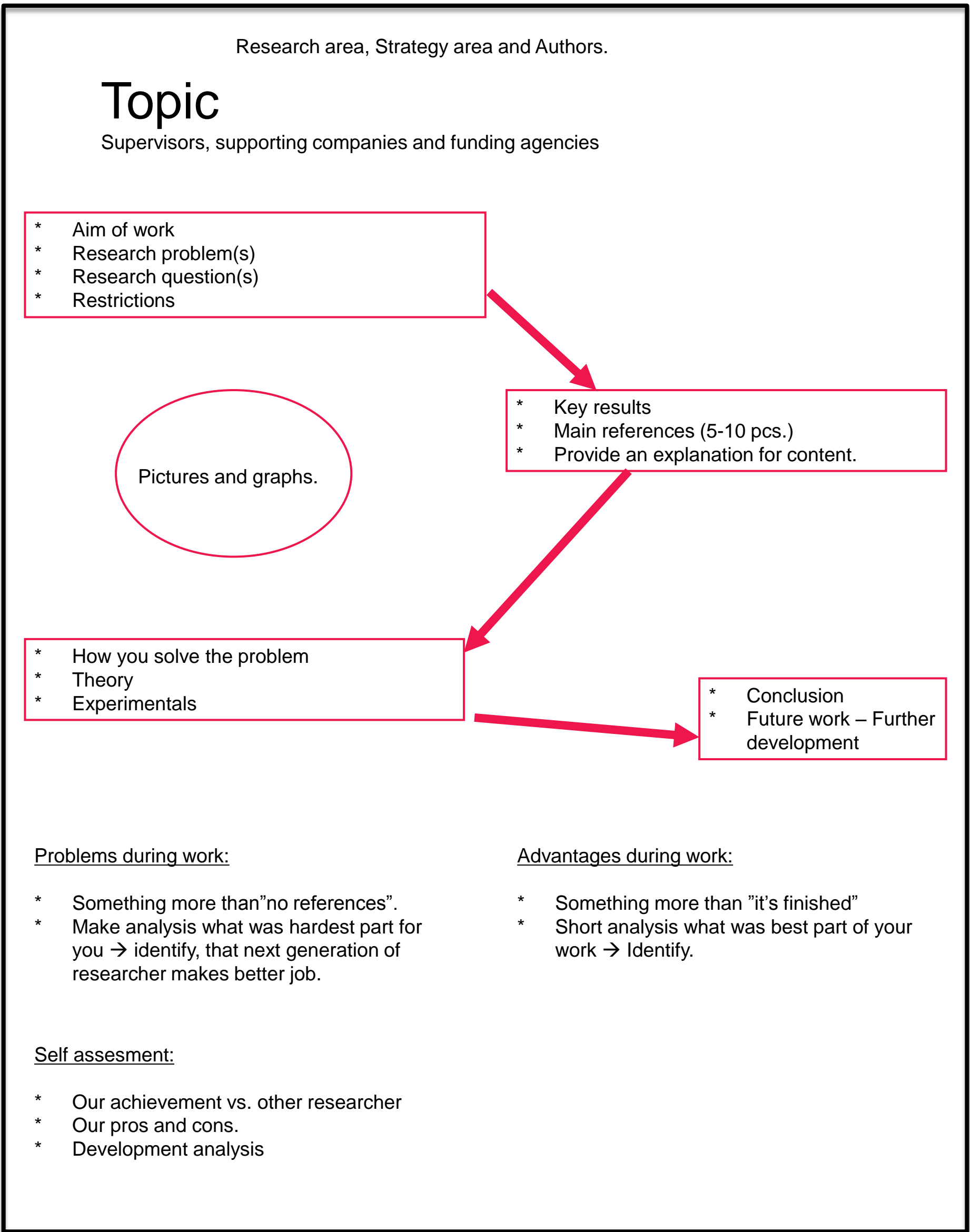
The meaning of a poster is to describe one's research and its results shortly and get your main point(s) across to as many people as possible. It also helps to engage colleagues in conversation.

A poster should be an independent unity that is understandable also to readers with different academic background. A poster is an interactive way of communication: with the help of the poster, an author may receive feedback and create new contacts.

Structure of a Poster

Often, a scientific poster has the following parts:

- TOPIC, AUTHORS, author affiliations
- INTRODUCTION; background, aim(s), research problem(s) and questions(s), possible restrictions
- METHODS; theory and experiments. Use figures if possible, don't go too deep in details.
- RESULTS; provide key results (with figures if possible)
- CONCLUSION/DISCUSSION; Conclusion in relation to what is presented in Introduction part. Problems during work, advantages of the work, future research
- MAIN REFERENCES
- ACKNOWLEDGEMENTS; e.g. supporting companies and funding agencies
- CORRESPONDENCE; e-mail, hand-out paper etc for people who want to contact you



An example about presenting figure with series and categories.

10 Tips for Creating an Effective Poster

Creating an effective poster requires careful planning: You should state state your main points clearly. Everything you put on your poster should relate to a message.

1. In planning stage, think carefully
 - What is you message?
 - How much room you have?
 - How much time and thus, what milestones you have?
2. Stay focused and keep it simple!
3. Use graphic hierarchy, i.e. different font sizes, that help reader to see the most importants parts.
4. Organize your poster so that it's easy to read when there's a crowd in front of it; you can for example use numbers, letters and arrows to quide a reader.
5. A good poster has a visual balance of figures and text, separated by peaceful space with no text or figures.
6. The orientation can be portrait or landscape
7. Use headings to summrize your work in large letters. A reader should be able to get the main points from headings alone.
8. Good graphics are simple and clean. Use colours that are easy to see.
9. Minimize text – use images and graphs instead, if reasonable.
10. Use font that is easy to read (e.g. Arial) for main text.

References:

Leinonen, A., Särkämö, T., Ohjeita aloittelevalla tieteellisen posterin kirjoittajalle, Helsingin yliopiston tiedepäivä 2008, In Finnish, available at: http://www.helsinki.fi/behav/tiedepaiva/2008/posteriorhjeet_yksi%20koko4.07.pdf



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