Creating a Dynamic Poster
The objective of the poster:

- Showcase your project or experience
- Demonstrate your abilities as a researcher
- Allow you to share information with the community
- Develop your communication skills
- Build networks and contacts
- Help identify and establish collaborations
- A great source of feedback
Considerations while creating your poster:

• Who is your target audience?
• Event guidelines
• Quality over quantity – do not be too wordy!
• Create an interesting story
• The numbers game:
  • 10 seconds for someone to decide to stay or go
  • 10 minutes max to run through your poster/ project
  • 20% text, 40% graphics, 40% ‘white’ space
  • 4ft to 6ft – distance away from
Making your poster stand out:

- **Interesting title**
- **Attractive pictures and figures**
- **Large, clean fonts**
  (title: 85 pt., authors: 56 pt., headings: 36 pt., body text: 24 pt.)
- **Balanced color choices**
  (capture attention, highlight information, but do not distract)
- **Visually appealing & readable**
- **Organized and flows logically**
- **Succinct and not overly wordy**
- **Presented clearly & with enthusiasm**
- **Provides everybody with something**
### Brief Descriptive Project Title

**Authors and affiliations listed**

Johns Hopkins University

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#### Brief Summary/Abstract

- Summarize the poster
  - Why? (motivation/importance)
  - How? (methods)
  - What? (results)

#### Goal/Objective

- Clear statement of problem and hypothesis
- Use clear language, uncomplicated by jargon

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#### Methods

- Your specific contributions to the project
- What did YOU do?

Great spot for graphics, photos or other cool images

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#### Results

- Briefly describe results
- Use minimal text
- Use 2-4 most relevant graphics to support conclusions, clearly labeled

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#### Conclusions

- Summarize conclusions
- What are take-home messages (Big Picture)?
- What are next steps (if relevant)?

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#### Additional Questions?

- Provide your contact info (email, Twitter, website)

Great spot for graphics, photos or other cool images

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Making the delivery work for you:

- Radiate enthusiasm and confidence
- Maintain eye contact
- Find out what your audience knows and target your story accordingly
- Tell a great story
- Use tone and inflection to emphasize key points
- Don’t just read your poster, use it as a reference
- PRACTICE! PRACTICE! PRACTICE!
Mistakes to avoid:

• Not following guidelines set by event organizers
• Not getting mentor approval (when necessary)
• Poster is too ‘busy’, not enough ‘white’ space
• Too much text, not enough graphics
• Not proof reading before printing
• Not coordinating with printing/ shipping deadlines early enough
• Not proofing the finished poster after receipt
• Not practicing enough (knowing your project)