


Create a Better Poster!

Do you need help creating your ePoster? Do you want to engage more with conference attendees during your poster session? Has your organization been using the same poster template for 20 years? If your answer is yes to any of these questions, keep reading as we've got some great resources and templates that will help you create a better poster in less time.

<p>Title: Subtitle</p> <p>• Lead, senior, author2, author3, author4</p> <p>INTRO</p> <ul style="list-style-type: none"> • Who cares? Explain why your study matters in the fastest, most critical way possible (see free-to-ask graphic). <p>METHODS</p> <ol style="list-style-type: none"> 1. How did you find this? 2. Collected just what from [population] 3. How you tested it. <p>RESULTS</p> <ul style="list-style-type: none"> • Graph table with essential results only. • All the other correlations in the ammo bar. <p>DISCUSSION</p> <ul style="list-style-type: none"> • "If this result actually generalized and I didn't have to humbly disclaim the possibility of a thousand confounds and limitations, it would imply that..." <ol style="list-style-type: none"> 1. Keep font size as high above 20+ as possible. 2. Keep your summary tight. Think of it like "abstracts" with key figures only. 3. The more content you add here, the more cognitive load you add, and the more you'll burn outside of Engaging. 4. Less content = more readers. 5. Now delete this text box. 	<p>Main finding goes here, translated into plain English.</p> <p>Emphasize the important words.</p> <div style="text-align: center;">   <p>Take a picture to download the full paper</p> </div> 	<p>AMMO BAR</p> <p>Delete this and replace it with your...</p> <ul style="list-style-type: none"> • Extra Graphs • Extra Correlation tables • Extra Figures • Extra nuance that you're worried about leaving out. • Keep it messy! This section is just for you.
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Tips

- ✓ Put your main finding in big type and plain language
- ✓ Get comfortable with negative space - even up to 40%
- ✓ Use colors that complement/repeat colors from a key graphic/image
- ✓ Think of your poster as a brief visual story that can be absorbed from 6 feet away
- ✓ If you're having trouble fitting all the text in, you're using too much text!
- ✓ Use only essential figures and data and keep it skimmable
- ✓ Use a QR code to share more detailed information

Resources

How to create a better research poster in less time (including templates):
<https://www.youtube.com/watch?v=1RwJbkhCA58&feature=youtu.be>

Mike Morrison's Twitter feed with examples of posters: <https://twitter.com/mikemorrison>

Making a better research poster: https://www.youtube.com/watch?v=AwMFhyH7_5g

Templates

The templates have How To's built into them including key areas to include and links to resources like creating a QR code.

<https://osf.io/ef53g/> (landscape version, preferred) – Click View button to download template

<https://osf.io/q6xsm/> (portrait version) – Click View button to download template

<https://asraonline.eqnyte.com/dl/a46eshq1T1> - Click Download

Research

1. Writing for comprehension

<https://www.nngroup.com/articles/inverted-pyramid>

2. Plain language is interpreted faster.

<https://www.nngroup.com/videos/plain-language-for-experts/>

<https://www.nngroup.com/articles/plain-language-experts/>

3. Interaction cost

<https://www.nngroup.com/articles/interaction-cost-definition/>

4. Effective designs minimize cognitive load

<https://www.nngroup.com/articles/minimize-cognitive-load/>