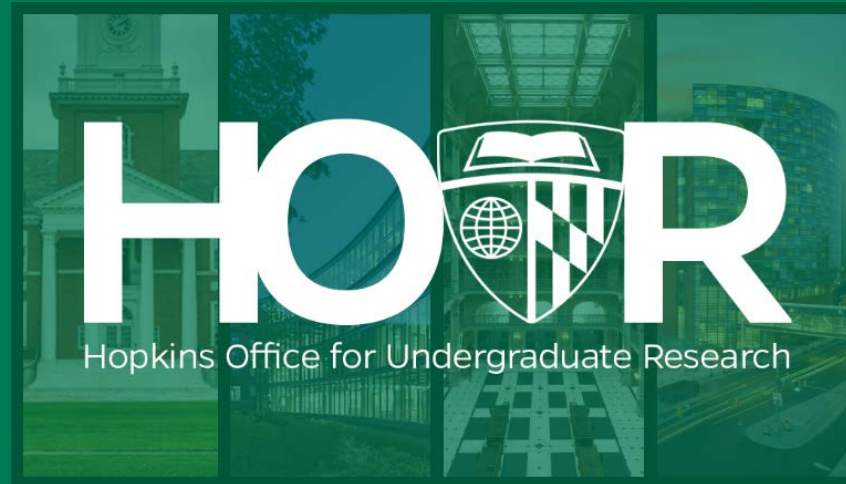# The objective of the poster:

- **Showcase your project or experience**

- **Demonstrate your abilities as a researcher**

- **Allow you to share information with the a 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

## 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

Great spot for graphics, photos or other
cool images

## Methods

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

Great spot for graphics, photos or other
cool images

## Results

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

## Conclusions

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

Great spot for graphics, photos or other
cool images

Great spot for graphics, photos or other
cool images

## Additional Questions?

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

# 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)**