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| Designing scientific poster and oral presentations | | | |
| APPEARANCE | | | |
| **Oral Presentation** | | | **Poster Presentation** |
| ☐ Title: Large font , >44 pt, non-serif (Arial, Calibri) center-justified, use contrasting color). Avoid colons, by-lines, subtitles, and italics. When projected, script should be visible from back of room.  ☐ Authors & institution(s): Full names, degrees, department(s), and institution(s). Same font color and type as title, <40 pts.  ☐ Funding Sources & Conflict of Interest: List funding sources, and/or disclose any potential conflict of interest, if applicable.  ☐ Logo(s): University or institution, department, and/or group affiliation. High-resolution .jpeg or .gif. Corner placement.  ☐ All other slides: Font 40pt for titles. 24-36pt body text. Only 3-5 bullet points per slide. Short statements or key words. Minimize crowding and distractors, like too much text, complicated charts, graphs and tables, and irrelevant, poor quality or too many images.  ☐ Don’t forget References & Acknowledgements (if applicable)  ☐ Contact information: Be sure to provide your contact information so you can be reached for questions, collaboration and copies.  ☐ Proofread: You, and one other person, should read through the slides for the “4 C’s”: clarity, consistency, content and creativity. | | | ☐ Posters should read in columns – down and across - top to bottom, left to right  ☐ Title: Larger font (>96 pt, non-serif, center-justified, use contrasting color). Avoid colons, by-lines, subtitles, and italics. Script should be visible 4-5 feet away.  ☐ Authors & institution(s): Full names, degrees, department(s), and institution(s). Same font color and type as title, 60+ pts.  ☐ Logo(s): University or institution, department, and/or group affiliation. High-resolution .jpeg or .gif (350 dpi). Corner placement.  ☐ Abstract: Be sure to include a summary or abstract of your project at the top of the first column.  ☐ Results: Put results section (including tables, charts, graphs, figures and images) in the center of the poster for maximum impact.  ☐ Don’t forget References & Acknowledgements (if applicable)  ☐ Proofread: You, and one other person, should read through the slides for the “4 C’s”: clarity, consistency, content and creativity. |
| Oral Presentation | | | Poster Presentation |
| **SIZE** | ☐ Good rule of thumb is 30 seconds per slide (e.g., a 10 minute presentation should have approximately 15-20 slides, but always time your presentation to be sure you are within guidelines) | | ☐ Choose your size. Know the conference requirements.  ☐ 48”×48” (minimum, square)  ☐ 48”h× 60”w (rectangle, standard)  ☐ 48”h×96”w (rectangle, maximum)  ☐ PowerPoint template: File>Page Setup>Custom  ☐ Orientation: Landscape  ☐ Dimensions: 50% of output size, in inches (e.g. enter 24”h×30”w for a final printed output of 48”×60”) |
| **COLOR SCHEME** | ☐ Contrasting colors are most readable: Dark background (blue, black, purple, green) with light text (yellow or white) | | ☐ High contrast is most readable: Because of the ink needed for a large print job, a white background with flashes of color to highlight important sections or provide visual interest often works best.  ☐ Dark blue, black, green, and when appropriate Red text works best against a light background. Use red only to highlight an important or critical statement, statistic or finding. |
| **FONT** | | ☐ Serifs for main text (Times New Roman, Bookman, Courier) | ☐ Serifs for main text (Times New Roman, Bookman, Courier) |
| **IMAGES** | | ☐ Images add a nice touch to an oral presentation but too many or irrelevant ones can distract your audience from your message. Provide images when describing simple concepts. | ☐ Use images to convey a message of many words. Use images judiciously and appropriately. More images are better but too many can be distracting.  ☐ High resolution (350 pdi). *The larger the poster, the higher the resolution.* |
| **TABLES & CHARTS** | | ☐ Use tables and charts only to convey complicated or large amounts of data in a single image/figure  ☐ Simple and uncluttered:  ☐ Two or three colors for charts  ☐ Four or five columns and rows for tables  ☐ Large font for text and numbers  ☐ Use shading for tables to differentiate cells | ☐ Use tables and charts only to convey complicated or large amounts of data in a single image/figure  ☐ Put charts, graphs, tables and figures in the center of the poster  ☐ Simple, colorful, and bold |
| **PROOFREAD** | | ☐ You and one other person should review for the “4 C’s”: clarity, consistency, content and creativity. | ☐ You and one other person should review for the “4 C’s”: clarity, consistency, content and creativity. |
| presentation | | | |
| **PRACTICE** | | ☐ Not reading slides on the screen  ☐ Not turning your back on your audience  ☐ Transition phrases  ☐ Timing yourself: 30 seconds max per slide (i.e., a 10 minute presentations should have approximately 20 slides)  ☐ Explain charts, graphs and tables  ☐ Use a laser pointer  ☐ USB slide advancer remote  ☐ Leave time for questions | ☐ Standing and answering questions  ☐ Be personable and open-minded  ☐ Be prepared to explain the complex and complicated |
| **HANDOUTS** | | ☐ 3 or 6-to-a-page gray scale  ☐ Make available on a table in the back of the room | ☐ Color printouts of entire poster (fit to page)  ☐ Make available in a folder pinned to the poster  ☐ Business cards |