



PREPARING SUMMER ASSISTANTSHIP POSTERS

SUMMER 2015

HEATHER-LYN HALEY PHD

GOALS OF A SCIENTIFIC POSTER

Stimulate interest among colleagues working in similar content areas or using similar methods

Viewers should be able to walk by and quickly scan your poster, returning to those that pique an interest

Efficiently convey information about your project or study

Viewers should be able to fully read your poster in 10 minutes or less

Lead viewers into conversation on points of greatest interest to you going forward

Connections made at poster sessions can enhance understanding or strengthen future outcomes



REQUIRED COMPONENTS OF A SUMMER ASSISTANTSHIP POSTER

Posters must include:

- Poster title with student names
- Acknowledgements: UMass & host logos, thank agencies visited & professionals who assisted

Posters might also include:

- Agency info – mission, data on population served
- Description of project goals and/or outcomes
- Plans and opportunities for students going forward



STUDENTS FUNDED BY AHEC NEED TO INCLUDE:

This project was supported by HRSA Grant No. 5U77HP03016.



Funded by AHEC this summer:

- Bevington
- Engell
- Fortin
- Kaur
- Mellin
- Modest
- Robinson



BEGINNING YOUR POSTER

- You can surf and browse for a template or your poster can be designed as ONE PAGE in PowerPoint.
 - Under the **Design** tab
 - Select **Page Setup**
 - **Custom**
 - Set **Width at 36"** and **Height at 24"**
 - Set Orientation to **Landscape**
- We will order and print posters at 24x36
- View menu is very useful – fit to screen for block placement then view at least 66% to edit text



DESIGNING A SCIENTIFIC POSTER

- There are many options under the Design tab for changing colors, fonts, effects, backgrounds
- Goal is readability: high contrast between background and text colors; minimal special effects and color changes; sans serif fonts more readable at large sizes (so use Ariel, not Times)
- Insert text boxes, photos, etc using Insert tab. Decent chart-making capacity is built in or you can import as jpegs
- Use short lists and bulleted points rather than full sentences wherever possible.



DESIGNING A SCIENTIFIC POSTER

A few more helpful hints:

- If using number graphs (e.g., line charts, bar charts), don't forget to include titles, legends, axis labels, etc – whenever necessary.
- Use 'Title Case' or 'Sentence case' rather than FULL CAPS.
- Avoid acronyms unless they're widely recognized among your expected audience.
- Have a friend/colleague review your poster for flow, figures, font size, spelling/grammar, etc. **before** printing.
- **Don't forget to SAVE your file periodically as you're creating your poster.**



SAMPLE TEMPLATES AND DESIGN HELP

Lots of web sites have existing templates you can adapt but be sure to bring it down to the right size!

- Makesigns.com
 - http://www.makesigns.com/SciPosters_Templates.aspx – This site contains a broad range of free poster templates with instructions on how to download to your own computer.
 - <http://www.makesigns.com/tutorials/> - An excellent and detailed tutorial on creating posters.
- Posterpresentations.com
 - http://www.posterpresentations.com/html/free_poster_templates.html - More free templates in basic white, gray, and blue colors. These templates are a very user friendly and include “Quick Design Guide” tips.
 - <http://www.posterpresentations.com/html/helpdesk.html> - A complete set of YouTube tutorials on each of the steps in poster creation.
- <http://colinpurrington.com/tips/academic/posterdesign> - An amusing and thorough set of tips, including an excellent “do’s and don’ts” section.
- <http://posters4research.com/design-help.php> - Quick Start general guidelines for poster creation.



CHANCE FOR FINAL EDITING

- If you send your poster draft to Heather-Lyn.Haley@umassmed.edu by August 3, we'll print it on 11x17 paper and bring all submitted posters together for a peer review during the potluck on August 5.
- Bring your pencil and give others feedback while getting ideas for fine-tuning your own poster.
- You'll then have two days to make changes based on peer feedback before getting me a final file on August 8.



PRINTING AND SHARING YOUR POSTER

- Posters will all be printed at group rate from Curry Printing.
- Files must be submitted to Heather-Lyn Haley by August 7—please send as a powerpoint file; if too large to send by email, arrange with her to bring it on a stick drive.
- Remember to invite people from participating agencies/organizations to attend poster session on August 14 from 1:15-3:15pm.

