## Goals of a Scientific Poster

<table>
<thead>
<tr>
<th>Stimulate interest among colleagues working in similar content areas or using similar methods</th>
<th>Viewers should be able to walk by and quickly scan your poster, returning to those that pique an interest</th>
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</thead>
<tbody>
<tr>
<td>Efficiently convey information about your project or study</td>
<td>Viewers should be able to fully read your poster in 10 minutes or less</td>
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<tr>
<td>Lead viewers into conversation on points of greatest interest to you going forward</td>
<td>Connections made at poster sessions can enhance understanding or strengthen future outcomes</td>
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REQUIRED COMPONENTS OF A SUMMER ASSISTANTSHIP POSTER

Posters must include:

- Poster title with student names
- Acknowledgements: UMass & host logos, MassAHEC logo if funded by them, thanks to 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. U77HP03016.

Funded by AHEC this summer:

- Bose
- Costanzo Dixon
- Gupta
- Jones
- Mistry
- Oppenheimer
- Villamarin
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 Arial, 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.
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](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.

- **Posterpresentations.com**
  - [http://www.posterpresentations.com/html/free_poster_templates.html](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://colinpurrington.com/tips/academic/posterdesign](http://colinpurrington.com/tips/academic/posterdesign) - An amusing and thorough set of tips, including an excellent “do’s and don’ts” section.

CHANCE FOR FINAL EDITING

- If you send your poster draft to Heather-Lyn.Haley@umassmed.edu by the morning of August 6, we’ll print it on 11x17 paper and bring all submitted posters together for a peer review during the final meeting on August 7.
- Bring your pencil and give others feedback while getting ideas for fine-tuning your own poster.
- You’ll then have a chance to make changes based on peer feedback before getting me a final file on August 8.
Printing and Sharing Your Poster

- Files must be submitted to Heather-Lyn Haley by August 8 so she can review and send as a batch for group rate – please send as a powerpoint file; if too large to send by email, arrange with her to bring it on a stick drive.
- Posters will all be printed at Curry Printing.
- Remember to invite people from participating agencies/organizations to attend poster session on August 17 from 1:30-3:00pm.