



PREPARING SUMMER ASSISTANTSHIP POSTERS

SUMMER 2020

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, 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:

- Cauley
- Cayton
- Grech
- Leibold
- Perry
- Schryver
- Wada-Gill



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 48”** and **Height at 24”**
 - Set Orientation to **Landscape**
- We will order and print posters at 24x48
- View menu is very useful – fit to screen for block placement then view at least 66% to edit text
- Aim for balance between text and images



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/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 the morning of the session, we'll print it on 11x17 paper and bring all submitted posters together for a peer review during the final meeting in August.
- 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 the deadline two days later.



PRINTING AND SHARING YOUR POSTER

- Posters will all be printed at Curry Printing.
 - Files should be uploaded to the Curry Printing site (see next slide)
 - They will deliver to OUME, who will bring them down an hour before the event. Dr. Haley will be there to help hang them.
- Remember to invite people from participating agencies/organizations to attend poster session once the date is set.



- Go to Curry Website at <https://www.curryprinting.com/> (posters will be printed at Curry Printing, Westborough, MA)
- Click on send file
- Add your name, company (UMass Med School), state, phone number and email address
- Click on the Attention down box and choose Charlene Henry
- In additional details, please note “Deliver to Kathy Moylan, Undergraduate Medical Education, UMass, 55 Lake Avenue North 01655 (Room S1-147)”
- Choose file type – Mac or PC
- Choose application type – Curry asks that you save your presentation as a PDF at 100% size
- Choose file #1, browse and add your poster
- Choose send file

