Creating an effective scientific poster presentation: 
A guide to preparing and presenting your data

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1. Poster creation starts with the abstract
   a. My abstract…
      □ highlights the problem
      □ states an objective
      □ mentions my approach
      □ includes how I analyzed the data
      □ describes our results in an organized manner
      □ has a single, cohesive conclusion
      □ features potential implications
      □ meets submission requirements
      □ has the correct list of authors?

2. Read (and memorize) the poster guidelines
   □ I read the guidelines
   □ I know the correct dimensions
   - What other requirements exist?

3. Start early and plan your approach
   □ I have created a rough sketch for my poster
   □ I have established a timeline

4. Focus your layout design
   □ My content is well-balanced
   □ My objectives and conclusion are placed on the top left and right, respectively
   □ My references and acknowledgements are placed in the bottom right
   □ I have enough white space
   □ My segments are properly aligned
   □ I don’t have too many small sections
   □ I have confirmed that printing will not cut off sections from my poster
   □ I have included a personal professional photo

5. Choose an appropriate color theme
   □ I have used no more than three coordinated colors
   □ I minimally or have not used intense, bright colors
   □ I chose a light colored background and dark letters for contrast
   □ I have avoided using green with red
6. Create effective titles and sub-titles
   □ I made bold, strong statements
   □ I avoided “Effect of…”
   □ I was concise as possible
   □ I minimized extensive use of scientific jargon
   □ I avoided using acronyms in main title
   □ I avoided discussing methods in titles (unless this is subject matter)

7. Incorporate useful graphics
   □ My graphics are simple and polished
   □ My photos have borders that match my color theme
   □ I generated publication quality graphics to save time in the future
   □ I used 2-dimensional line graphs, bar charts, and pie charts
   □ The text on my graphs matches has the same format as my main text
   □ I avoided within graph backgrounds and gridlines
   □ I minimized number values within axes
   □ I avoided cheesy clip art
   □ I only used 1-sided error bars
   □ I used tables only when absolutely necessary
   □ I used flow charts to simplify methods (if needed)

8. Scrutinize your text font, size, and usage
   □ I used a Serif or Sans Serif font (e.g. Arial, Helvetica, Verdana, or Tahoma)
   □ I used the same font throughout (maintains flow)
   □ I didn’t use UPPERCASE
   □ I used bold or italics to sparingly emphasize key points
   □ I didn’t use full justify (leaves gaps), I rather left-aligned my text
   □ All text can be read 6 feet away
   □ I didn’t use a font less than 18 pt
   □ I avoided excessive text usage
   □ I left empty space around my text
   □ I avoided using drop shadow
   □ I aligned my text boxes
   □ I avoided never ending paragraphs and used bulleted statements

9. Edit, Review, Re-edit, Practice
   □ I edited and re-edited my presentation
   □ My presentation was reviewed by faculty and graduate students
   □ I practiced my presentation alone and with others
   □ I am awesome!

10. The big conference
    □ My poster is printed and in a poster tube ready for travel
    □ I have thumb tacks, copies of my poster, business cards, and breath mints ready