

COMPOSITION OF A SUCCESSFUL SCIENTIFIC POSTER

1. The title of your presentation poster should remain exactly the same as originally submitted on the abstract.
2. The abstract should clearly state the purpose, what you did, and what you found. Write it to entice the audience to visit your poster. Avoid abbreviations and jargon. End with a statement of major conclusion(s) from the study. It is not sufficient to state that the results will be presented. The abstract should remain the same as originally submitted.
3. Clearly state the objectives at the start of the poster and the conclusions at the end. These two sections should be related to one another. For most types of presentations, a statement of hypothesis is appropriate. In the conclusion, state whether the hypothesis was or was not rejected.
4. Methods should be simple and to the point. Use limited references for complex procedures.
5. Be brief and simple. Do not include too many experiments. Condense or limit large amounts of data. Limit the number of problems tackled. Limit the number of tables and figures to only the most critical to bring out selected points.
6. Use few words and LARGE PRINT. The audience should know what you did, why, and what you found by examining your poster from at least 5 FEET AWAY and WITHIN TWO MINUTES OF TIME. Lists help to save space, and tie everything together. Summary diagrams also help.
7. Standardize all nomenclature and DEFINE ALL ABBREVIATIONS. Avoid excessive use of abbreviations.
8. Choose your very best photographs and clearest photomicrographs; your most brilliant fluorescence; your sharpest, darkest electrophoresis (use schematics if your gels or blots have faded). Label everything and use arrows liberally. Proof carefully; be sure arrows, etc., on photographs are in place and point to whatever the legend indicates. Tables should only contain the most important information.
9. Be sure to indicate the number of replicates on which your data are based and the statistical tests used.

10. Components to include are:
 - Title, authors, addresses (as originally submitted)
 - Abstract (as originally submitted)
 - Introduction
 - Objectives/hypothesis (numbered objectives are fine)
 - Materials and methods
 - Results
 - Brief discussion (including limitations, recommendations)
 - Conclusions (numbered conclusions are fine, related to objectives; status of hypothesis)
11. Provide a limited list of references.
12. Your poster board is 4 ft. (tall) x 8 ft. (wide). Arrange your poster so the information flows and the sequence can be easily followed.