

Poster Clinic



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Outreach Librarian

Intended Learning Outcomes (ILOs)

- List the criteria for an effective poster presentation
- Examine and evaluate the effectiveness of your own poster presentation and others
- Summarise the content of your poster in a concise manner in preparation for an upcoming conference

What makes a good poster?

- Content is of interest to target audience
- Displays information clearly and concisely
- Visually engaging and eye-catching
- Easy to read
 - Not too much text
 - Text is not too small
 - High contrast between text and background
 - Logical flow/sequence/narrative
 - Delineated zones and high proportion of space
- Interactive

Group Discussion

Let's take a look at [an example](#)...

Poster image credit: <https://betterposters.blogspot.com/2011/04/critique-breast-cancer-inhibition.html>

Layout → do you have a template, [guidelines](#) or [examples](#)?

- Clear font
- Clear contrast between font and background
- Text >24pt
- Do not use too much text
- Increase spacing
- Consistency and simplicity are key



Small Text
Medium Text
Large Text

Small Text
Medium Text
Large Text



Small Text
Medium Text
Large Text

Small Text
Medium Text
Large Text

Use borders and margins around sections and whole poster

[Insert
institutional
logo](#)

Content short, engaging, informative title

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Introduction / Background

- Summarise what your research is about in a few sentences
- Why you are doing it?
- Could a diagram or timeline visualise context?

Methods / Treatment

- What did you do?
- What techniques did you use?
- Use diagram or map to visualise different techniques?

Insert QR code

Results

- Use graphs and charts to display results of consequence
 - Increase size of data points and line of best fit
 - Add results of statistical tests to the graphs in question
 - Remember that all results add to pool of knowledge

Conclusions

- What impact do your results have?
- Would the results change protocols, guidelines or day-to-day tasks?
- What research could be done in the future?

References

- Key texts

Acknowledgements  logos of collaborators and sponsors

Resources

- [Better Posters](#) – very informative blog on poster presentations
- [NYU Libraries](#) – how to create a ‘good’ poster
- [Example of a ‘bad’ poster presentation](#)
- [Video tutorials on how to improve poster presentations](#)
- [In-depth analysis of what makes a ‘good’ poster](#)

Software Examples

- Microsoft PowerPoint
- Microsoft Publisher
- Adobe InDesign
- [LaTeX](#)
- [GIMP](#) – GNU Image Manipulation Program (images/diagrams)
- [Inkscape](#)
- [List of free graphic design software and tools](#)

Now, it's over to you...

- Less than 1 minute to summarise your poster
- Tell us what it is that you would like feedback on or help with
- 5-10 minutes discussing each poster

- What do you like about the poster? What works well?
- Can you think of any other ways to translate the text on the poster into a visual aid e.g., map, diagram, 3D, dial?
- What would you improve?

References

- <https://betterposters.blogspot.com/>
- <https://betterposters.blogspot.com/2011/04/critique-breast-cancer-inhibition.html>
- <https://guides.nyu.edu/posters>
- <https://colinpurrington.com/tips/poster-design/>
- <https://colinpurrington.com/2012/02/example-of-bad-scientific-poster/>
- <https://digitalcruch.com/free-graphic-design-software/>
- <https://www.dbth.nhs.uk/services/library-services/supporting-research/making-research-poster/>
- <https://www.acconference.co.uk/poster-guidelines>
- https://x.com/SciComm_India/status/1833017075045921109

Any questions?

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