A few guidelines for creating a scientific poster

What is a scientific poster?

Posters are among the most important media to present one's own scientific research in the context of conferences and symposia.

It is therefore essential to skillfully combine text and image elements to best raise other participants' interest while also conveying all the information.

How do I plan a scientific poster?

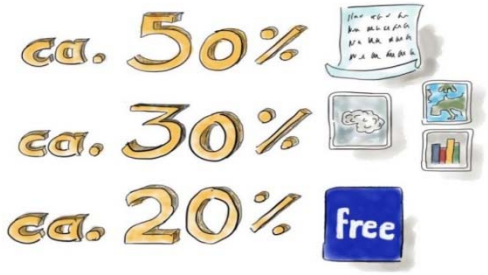
The main challenge is to find the quintessence of your research in order to present it.

The following questions can be very helpful in doing so:	o Why is my research interesting? o What is the new contribution of my research? o Which methods were used? o What are the results? o What are my conclusions? o What are my suggestions for further research?
The following information should be on your poster:	o Title of the research project o Author(s) o Topic and relevancy o Question(s) and goal(s) o Procedure: examined material, methods o Results o Discussion and future prospects o Literature used
To make it easier you can also answer the W (H)-questions	o **WHO** researched o **WHAT** o **HOW** o with **WHICH** results o to reach **WHICH** goal o on **WHICH** basis?

Quellen: http://www.cd.ovgu.de/Projekte_+Vorlagen/Print/Plakate/Wissenschaftsplakate.html
https://www.uni-bremen.de/fileadmin/user_upload/sites/studierwerkstatt/Leitfaden_wissenschaftliche_Poster_erstellen.pdf

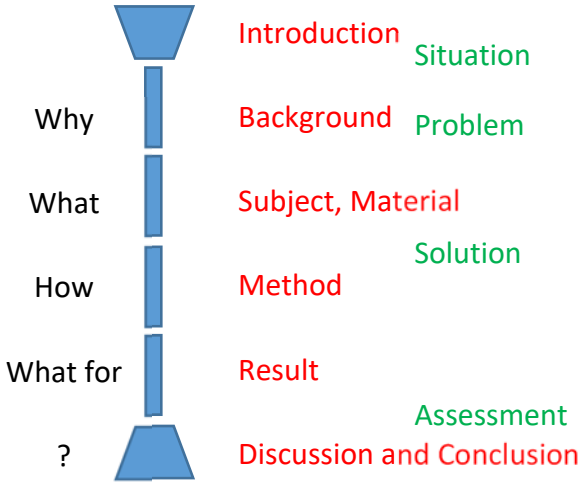
How do I design a scientific poster?

The secret to a good poster is an ideal interaction of text, pictures and free space.
Let yourself be guided by the following values:



The structure of a scientific poster

A poster can be structured in many different ways. Important are following the logical structure of the research paper, research field specific conventions as well as personal preference. The audience should be able to grasp the structure quickly and easily. Therefore taking the time to think about what information should be conveyed and the logical structure is crucial. It can be helpful to recall the general structure of a scientific topic:



From this structure arise different ways to assemble a poster. It makes sense to first draw your ideas on a spare piece of paper by hand.

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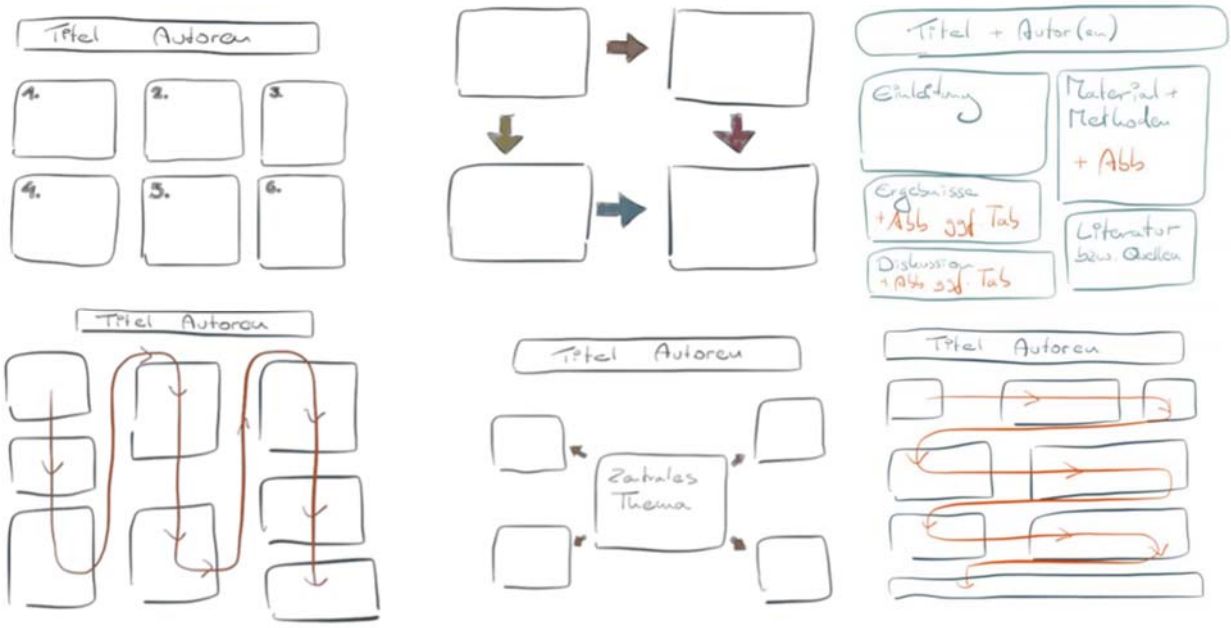
Examples:



The poster design

Computer programs have a multitude of different design options, so it's easy to get carried away. But never forget the first rule of design: avoid unnecessary and distracting elements!

Always critically review the use of colors, images and graphic elements. Their use is to facilitate fast understanding and not to make the poster busy or unclear.

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Poster size

The most common poster size for conferences is DIN A0. But smaller formats (A1, A2, A3) are also options especially if the price is a concern. Full color posters in A0 are about 25 € while an A2 poster comes in at only about 8 €. Especially in seminars smaller posters are often utilized. Prices also depend on the quality of paper and the printing type used.

When creating a poster on the computer you should preset the program to the right poster size. In PowerPoint you adjust the page size in the printing settings.

DIN A0	84,1 x 118,9 cm
DIN A2	42,0 x 59,4 cm
DIN A3	29,7 x 42,0 cm

Fonts can be divided into those with and those without serifs. Serifs are little lines attached to the larger strokes in a letter or symbol. They help the eyes stay in the same line. Times New Roman and Courier are examples of fonts with serifs. Under the design aspect they often seem antiquated. Fonts without serifs, like Arial and Calibri, look more modern and are more easily readable from afar. They should therefore definitely be used for all headers.

Besides the font type, font size is also a really important choice to make. Let yourself be guided by the following values:

	DIN A0	DIN A2	DIN A3
Main header	100 pt	Up to 50 pt	Up to 30 pt
Subheader	50 pt	Up to 25 pt	Up to 15 pt
Text	25 pt	Up to 15 pt	Up to 10 pt

Ultimately choosing the right font size should mean that the poster is still readable from a distance of up to 3 meters.

The actual designing is pretty easy as most institutions and conferences have templates that can be used (The ones for the OVGU are explained hereafter). So if you have decent presentation making skills in PowerPoint, making a poster should not be an issue for you.

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University guidelines for scientific posters

Standard Format:

A0 Portrait format 841 x 1189 mm

A0 Portrait format 2388 x 3372 Pt (measured in point)

no bleed

3 areas:

Header

Content

Footer

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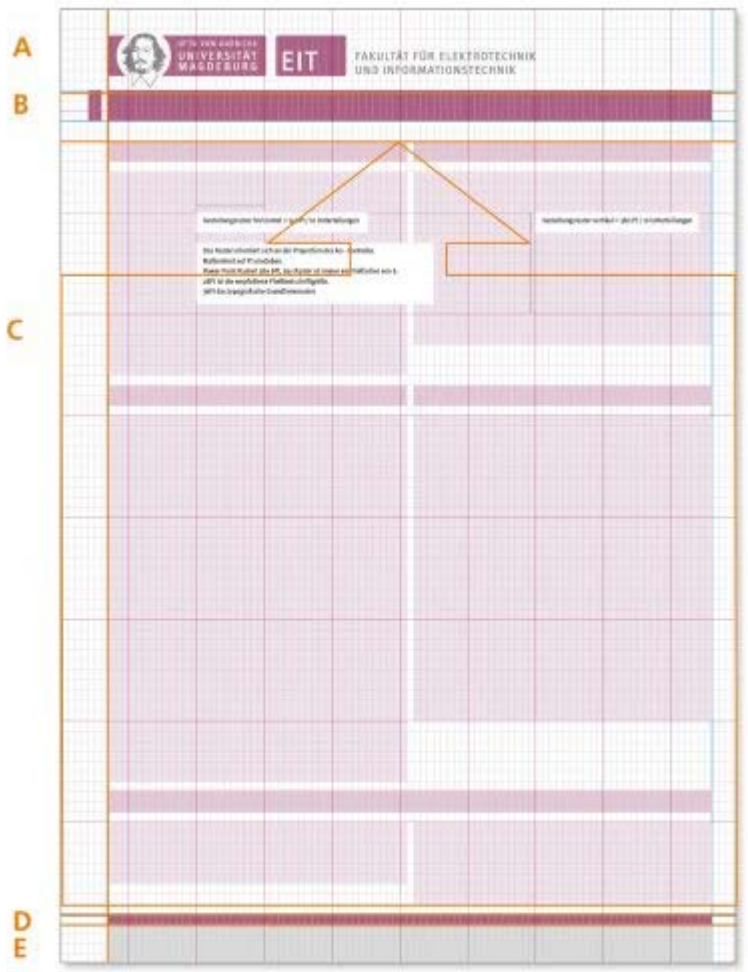
Design 2 Columns

Horizontal: 240Pt / 10 divisions
Vertical: 360Pt / 10 divisions
baseline grid for the typography: 36Pt / starting at zero
within area C a pictographic layout is permitted
Position your content on the design grid and adjust your measurement unit to Point (Pt) in the settings.



A Standalone university logo with faculty extension
B Research or scientific topic/ author and author's contact underneath
C Scientific contribution, illustrations, graphics, text, structured by methodic categories
D Footer bar in faculty color
E Space to acknowledge cooperators, partners and sponsors

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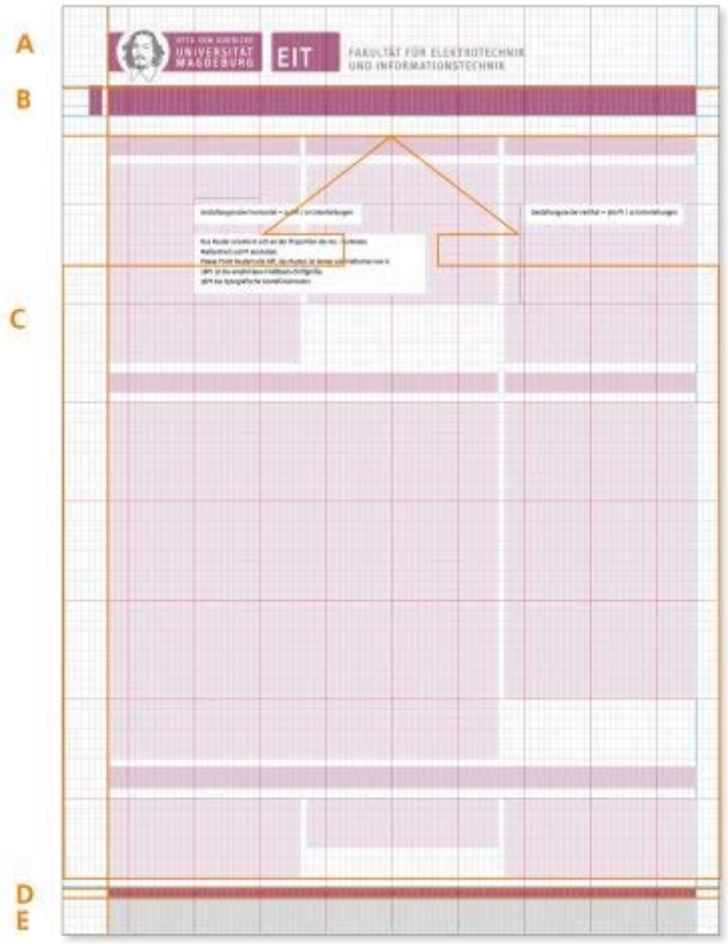
https://www.uni-bremen.de/fileadmin/user_upload/sites/studierwerkstatt/Leitfaden_wissenschaftliche_Poster_erstellen.pdf

Design 3 Columns:

Horizontal: 240Pt / 10 divisions
Vertical: 360Pt / 10 divisions
baseline grid for the typography: 36Pt / starting at zero
within area C a pictographic layout is permitted
Position your contents on the design grid and adjust your measurement unit to Point (Pt) in the settings.



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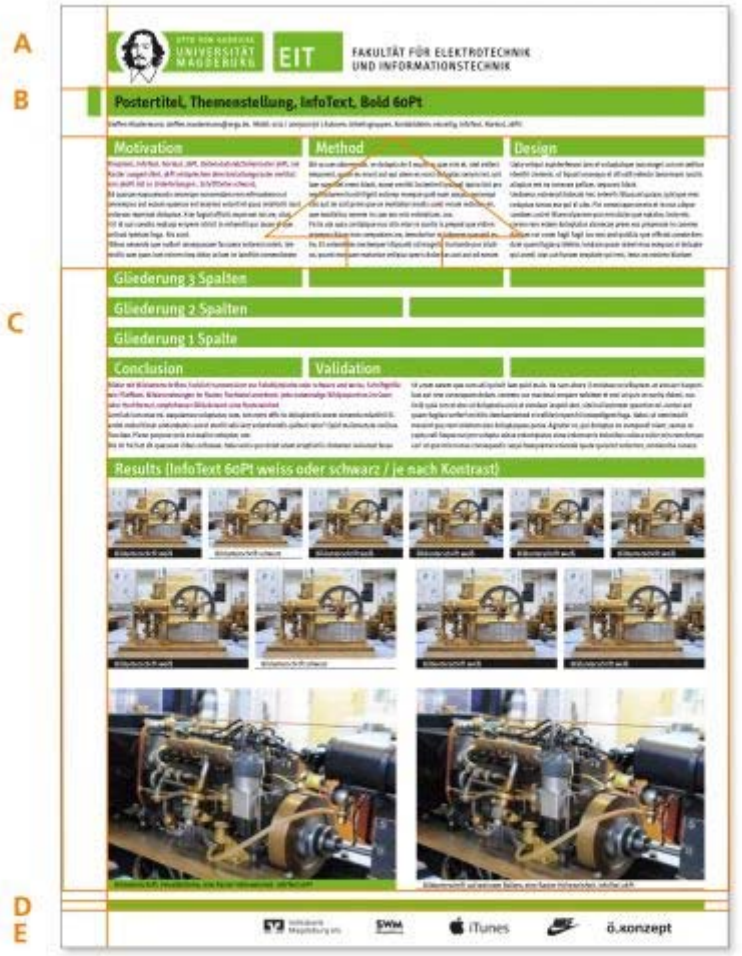
Example for typography with InfoText:

Header: InfoText Bold 60 pt
Outline: InfoText Medium 60 pt
Body text: InfoText Medium 28 pt
Picture captions: InfoText Medium 28 pt
The font color is chosen as either white or black to have the best contrast to the faculty's main color.



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Example for typography with Lucida Sans:

Header: Lucida Sans Bold 60 pt
Outline: Lucida Sans Medium 60 pt
Body text: Lucida Sans Medium 28 pt
Picture captions: Lucida Sans Medium 28 pt
The font color is chosen as either white or black to have the best contrast to the faculty's main color.
For formulas and symbols Lucida Sans Unicode is recommended, this font also includes Cyrillic letters. Alternatively you can choose Lucida Grande.

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Download links for Powerpoint templates (by faculty)
Computer Science
Economics and Management
Electrical Engineering and Information Technology
Humanities
Mathematics
Mechanical Engineering
Medicine
Natural Sciences
Process Engineering
General OVGU Design

We wish you a lot of fun and success in making your poster.

Yours truly, the Ladies Night team

Quellen: http://www.cd.ovgu.de/Projekte_+Vorlagen/Print/Plakate/Wissenschaftsplakate.html
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