

Poster Tips for MSc Final Project

Introduction

Posters are a way for you to convey your work to a wide audience as well as to give a quick overview of your research. The great advantage of posters is that viewers can view the material alone at their own pace, or to engage in discussions of the material with the presenter and other viewers.

To create a poster that attracts viewers as well as conveys information effectively, it is essential to create text and graphics that clearly and easily communicate your research in a short period of time, as people tend to spend only minutes at each individual poster.

Size

The overall size of the poster should not exceed 43.5" X 43.5". Make all visual aspects of the poster large enough to view as most people view a poster from two to four feet away. To enhance readability use:

- Large fonts
- Enlarged photos
- Simple graphs
- Clear charts

The size of poster elements and the fonts in each element can also serve to emphasize the main points. For example, setting your subheadings in all capitals and two font sizes larger than the rest of the text on the same panel will draw the reader's eye first, and so be emphasized. The use of multiple fonts in a poster can distract from the science.

Poster Content

A poster must be visually appealing and easy to read and comprehend. PowerPoint and LaTeX templates have been provided. Poster requirements:

- Please submit your poster to Erin Woolnough (ewoolno@uwo.ca) via email or drop off a USB stick to MC-255B by **July 17** for printing. If you do not submit by this date you will be responsible for printing the poster yourself.
- One sheet poster. This needs a special printer and a large sheet of paper.
- Here are some options of where to get your poster printed: Staples, Mercury Blueprinting (<http://www.mercuryblueprinting.com/>), email Mitch Zimmer (mzimmer4@uwo.ca) Please note that it often takes a couple of days for a poster to be printed.

Tips for poster content:

- Keep the information concise as possible by summarizing every paragraph you want to include in one line and writing it as a bullet using large font.
- Provide only final equations or major milestone equations of a long proof.
- Provide reasons why you are doing this work in the first page of the poster, or in the center of the poster, depending on the layout you are using.
- Address different audiences in your poster, such as the general public, someone in your area of research, and someone who is working in the exact same field.
- Make sure that your poster clearly includes:
 - The name of the authors
 - The topic you have chosen
 - Department of Statistical and Actuarial Sciences logo
 - Applications of this topic, i.e., why is it useful research?
 - The topic's relation to similar topics e.g., if it is a type of search, how is it related to other search methods
 - How is your topic and approach to a topic unique?
 - The research you have completed (on this topic)
 - The research you intend to do
 - Open issues
- Also:
 - Know your audience and adjust the content of your poster accordingly
 - Create a summary and conclusions section so that people with little time can still get an idea about your work. This panel should be the last panel read (i.e., in the bottom right corner).

Elements

The posters are read while standing. Complete text, such as format sentences and paragraphs, requires close proximity and a significant amount of time to read.

- Use bullets, diagrams, charts, and tables as much as possible to deliver your message quickly and effectively.
- Keep text to a minimum. The text should be sufficient to clearly explain your work but there should not be excess text. The abstract is the only place where full sentences should be used.
- Use large figures with clear labels.
- Use more figures and less text.

Space

Space in the poster gives the viewer visual pauses to think. Overloading the poster with information is tiring to read and a poster is seldom read in its entirety. Irrelevant text or visual distractions such as borders between related data and text should be omitted so that the reader can absorb the ideas in the poster easily and fully.

Colours

Use colour if possible. Western's colour scheme is recommended, use it consistently and do not distract your reader with too many colours.

Western's Colour Palette:

CMYK, RGB and Hex colour code's are provided below.

- **Western Purple:** C.82 M.100 Y.0 K.12, R.79 G.38 B.131, #4f2683
- **Gray:** C.0 M.2 Y.0 K.60, R.128 G.127 B.131, #333333
- **Black:** C.0 M.0 Y.0 K.100, R.0 G.0 B.0, #000000
- **White:** C.0 M.0 Y.0 K.0, R.255 G.255 B.255, #ffffff

Presentation

To prepare for the poster judging, please prepare a brief (3-5 minutes) presentation that gives an overview of your poster. This will be followed by a 10 minute question period with the judges.

Last tips

Seek assistance from your supervisor in designing and proof-reading your poster.