



## TIPS FOR CREATING A POSTER IN POWERPOINT

A poster created in PowerPoint usually consists of a single slide. When you launch PowerPoint it will automatically open a blank presentation.

### Resizing the slide

To create a custom size for your poster select **Page Setup** from the **Design** tab. In the dialog box, select **Custom** from the first drop down menu then enter the width and height of your poster. The maximum size PowerPoint will allow for a slide is 56" inches. If you want your poster to be bigger, create it at half size and then print it at 200 percent.

### Inserting poster elements

Insert text and graphics as you normally would in PowerPoint. You can insert a PowerPoint slide into your poster by saving it as an image. You can also copy and paste a chart from Microsoft Excel in your poster.

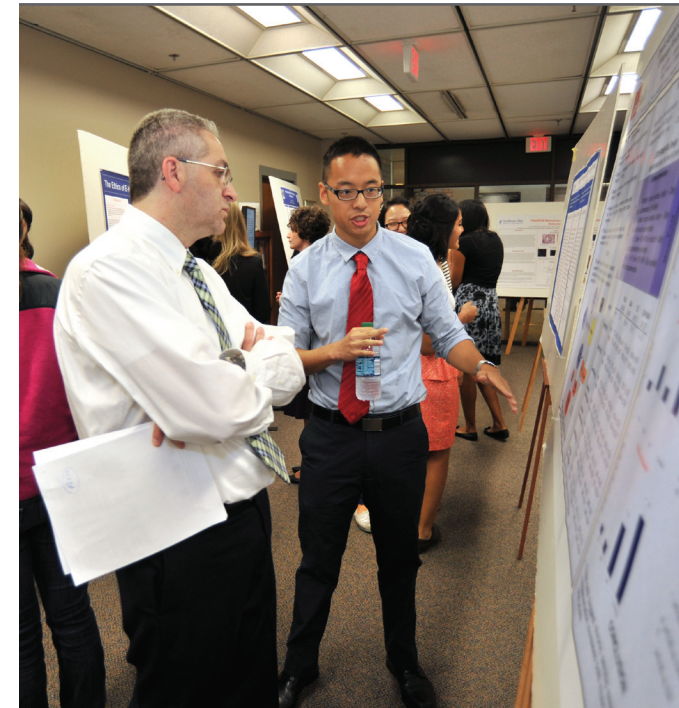
### Printing your poster

From the print menu, be sure to select the **Scale to Fit Paper** option. You can print grayscale or pure black and white for draft purposes.

### REFERENCES

McCarthy LH, Reilly KEH. How to write a case report. *Fam Med* 2000; 32 (3): 190-5.

Purrington, C.B. 2006. Advice on designing scientific posters <http://www.swarthmore.edu/NatSci/cpurrrin1/posteradvice.htm>. Accessed August 8, 2010.



## CHOOSING FONTS

- No more than three different fonts
- Bold, readable from a distance of six feet
- Sans serif
- Suggested sizes:
  - Title — 96, bold
  - Authors' names — 84
  - Content — 32 or larger

## CHOOSING COLORS

- Use no more than three or four colors
- Use more intense colors for emphasis and borders
- Unify your color scheme and be aware of color blindness
- Muted colors for background
  - light backgrounds — dark graphics
  - dark backgrounds — light graphic
- Be aware that fluorescent lights can intensify colors

## TIPS FOR DESIGNING SCIENTIFIC POSTERS

Department of Family and Community Medicine, NEOMED  
Office of Research

Northeastern Ohio Network® (NEON®)

Susan Labuda Schrop, Ph.D., Lisa Nolan, Rebecca Fischbein, Ph.D.

## WHAT IS A SCIENTIFIC POSTER?

A scientific poster is a physically large document that can quickly and effectively communicate your project or research at a scientific meeting. A poster comprises a short title, an introduction to your research question or project, an overview of your approach, your results, some discussion of aforementioned results, a listing of previously published articles that are important to your research or project, and some brief acknowledgement of the assistance and financial support from others. A person should be able to read your poster completely in less than 10 minutes if all text is kept to a minimum.

## GENERAL CONSIDERATIONS FOR ALL POSTERS

- Title: succinct and summarize the work, attract audience to the poster
- Authors: include full name, degrees, institutional affiliation
- Acknowledgements — any non-authors you wish to thank and funding sources
- References
- Institutional logos must receive print approval

## PLANNING

- Review and follow guidelines provided by the conference hosting the poster session regarding format and size
- Focus on an essential concept of your topic; a poster is not the appropriate venue for communicating a mass of detailed information
- Consider your audience and what aspects might be of the most interest
- Consider what you are trying to depict and how best to do so using text, diagrams, photos or charts

## WRITING

- Use short sentences, bulleted statements and simple words
- Avoid large blocks of text
- Use the active voice
- Avoid using the first person
- Proofread, proofread, proofread ... and then proofread some more!

## MAJOR SECTIONS WILL VARY ACCORDING TO YOUR SPECIFIC PROJECT

### Research Poster

- Introduction/background including summary of literature
- Question and/or specific aims
- Methods including sample, study, design, data, data collection and materials
- Results including summary of key findings; appropriate use of tables, graphs, and charts
- Conclusions/discussion based on results, emphasize significance and implications, list next steps

### Case Report

- Introduction: including clinical question or problem and summary of literature
- Literature review: search strategy and summary of results
- Case history/description: describe patient, history of presenting problem, physical findings, laboratory values and test results, diagnosis, treatment and outcome
- Discussion
- Conclusions/recommendations

### Educational/Other Project

- Statement of the problem and summarize literature if appropriate
- Methods and materials
- Outcomes/results, including evaluation of intervention if appropriate
- Conclusions/recommendations, emphasize significance and implications, list next steps

