

Checklist for Effective Posters and Poster Sessions

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How's your Message?

- Do you provide a clear introduction, summary or abstract?
- Do you define the problem or issue?
- Do you clarify the major claim, outcome, or result of your work?
- Do you emphasize the “news value” of your work?
- Do you highlight the relevance or significance of your work?
- Do you translate jargon; is your prose accessible and succinct?
- Do you use correct spelling and grammar?
- Do you use parallelism to your advantage, as in bulleted lists?

How's your Design?

- Do you capture the “logic” of your poster so that the viewer can appreciate it at a glance, and move through various sections without confusion?
- Do you persuade the viewer through content-rich message headings?
- Do you use appropriate type styles and type size for easy and quick reading?
- Do you use color and backgrounds to highlight, not distract from, content?
- Do you make effective use of negative or blank space?
- Do you format equivalent items consistently?
- Do you draw on visuals in compelling ways that contribute substance to the poster
- Do you make effective use of key tables or figures that might capture your conclusions at a glance?

How's your Delivery?

- Do you offer a talk suited to the interests of your audience and of varying lengths (30 seconds, 1 minute, 3 minutes)?
- Do you summarize key points in 2-4 sentences as an overview?
- Do you customize your comments given clues about your listener's concerns or interests?
- Do you answer questions effectively, as part of a conversation?
- Do you communicate enthusiasm for your work?
- Do you reinforce concepts with appropriate gestures?
- Do you make eye contact with your listeners? Do you look at them, not just the poster?
- Do you talk fluidly and confidently, without notes or constant reference to the poster?
- Do you dress professionally?

Web Resources on Poster Sessions

1. <http://colinpurrington.com/tips/academic/posterdesign>
2. <http://www.ncsu.edu/project/posters/>
3. <http://sacnas.org/students/resources/search/results/taxonomy%3A996>