Helpful Hints for Poster Presentations to Non-Scientific Audiences

Color is Key

Color can be used to make an impact, emphasize key takeaways, and define distinct sections. Use contrasting colors in bar charts rather than gradients or shading. However, it's important to consider color combinations, as some may not be accessible to individuals with color blindness.

White Space is Important

Do not hesitate to incorporate white space. It provides the eyes a break and improves readability, as well as the capacity to absorb the information you are conveying.

Infographics vs. Data Charts

Infographics and data charts are a great way to highlight your main data points. A combination of data charts and infographics can be visually appealing. Consider using impact text below data charts to ensure the take-away message is clear.

Consider an Impact Statement

An impact statement is a great way to drive home the "so what" of your poster presentation.

Include a Recommendation Section

Action-oriented take-away points are a great way to empower the audience to "do" something with the research information that you shared with them.

Design is Significant

Be mindful of your poster flow. It's difficult to follow a story when results are listed in multiple sections. Consider housing results in the bottom two-thirds of your central panel.

Make Data Impactful

Limit your data to 4-5 graphics or charts. Choose data points for their impact and ability to tell the story. More data is often visually overwhelming.

Incorporate Clear and Concise Text

Be concise and use what you need to share the data story. Keep in mind that the audience can only absorb a certain amount of data in a single viewing. Also, ensure font size and style are clear.