The Proper Layout and Content of an Outstanding Basic Scientific Research Poster

Frances Muñoz[†], Hyein Jeon[*], and Stephanie Schleidt[†]

*Drexel University, CoM; † Drexel University, CoM, GSBSPS

Abstract

The abstract is a general, brief overview of introduction, results, and discussion

Word limit can vary, for Discovery Day the limit is 250 words

Abstract should be a summary of your study– keep it concise

Consider the abstract the "trailer" to your study

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Introduction

- Background information to your study
- Remember your audience and tailor your content to it
- Include figures if necessary
- Elucidate briefly what is already known in the current field; know it in more detail in case of questions
- Detail the logic of how you arrived at the question you seek to answer in your study
- Explain the importance of your study
- Feel free to use bullet points or regular paragraphs throughout the poster, but stay consistent in each section
- Justified paragraphs look cleaner than those aligned to the left or centered
- Keep each section concise
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- Etiam ornare in nunc quis molestie. Pellentesque iaculis
- Tempor efficitur orci est sit amet est. Suspendisse risus

Methods

- Explain how the study was conducted
- Supplement with figures if necessary
- You do not need to be too technical unless essential to explaining your study
- While no detail is needed, know your techniques very well

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Results

Titles Separating Figures Will Help Poster Viewers Follow the Flow of Your Story
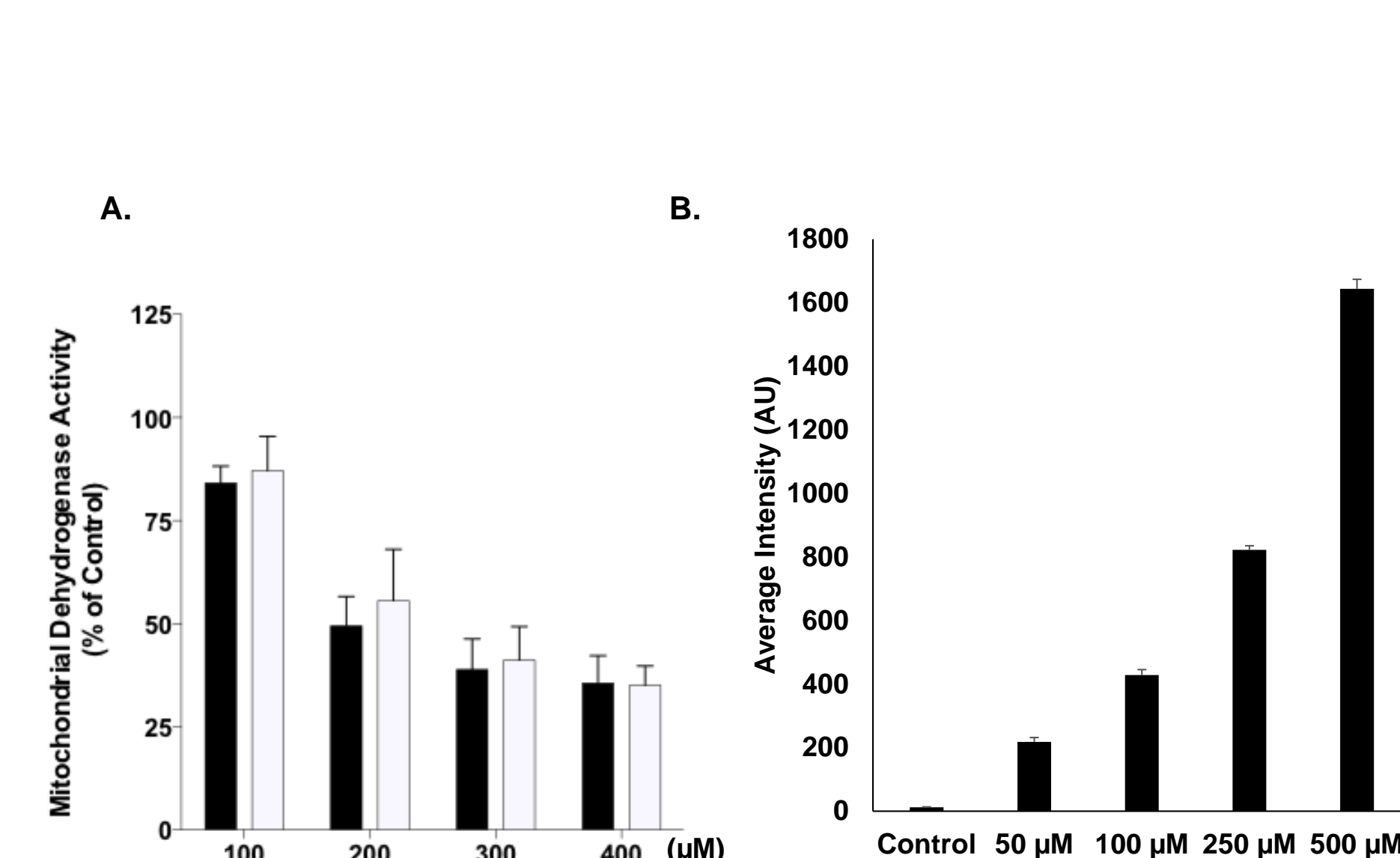

Figure 1. **(A)** Keep your figures consistent and uniform throughout the poster. Your figures should have a concise description of what the figure is demonstrating. **(B)** Be sure to mention any statistical analysis performed on the data. Don't forget figure legends when necessary.

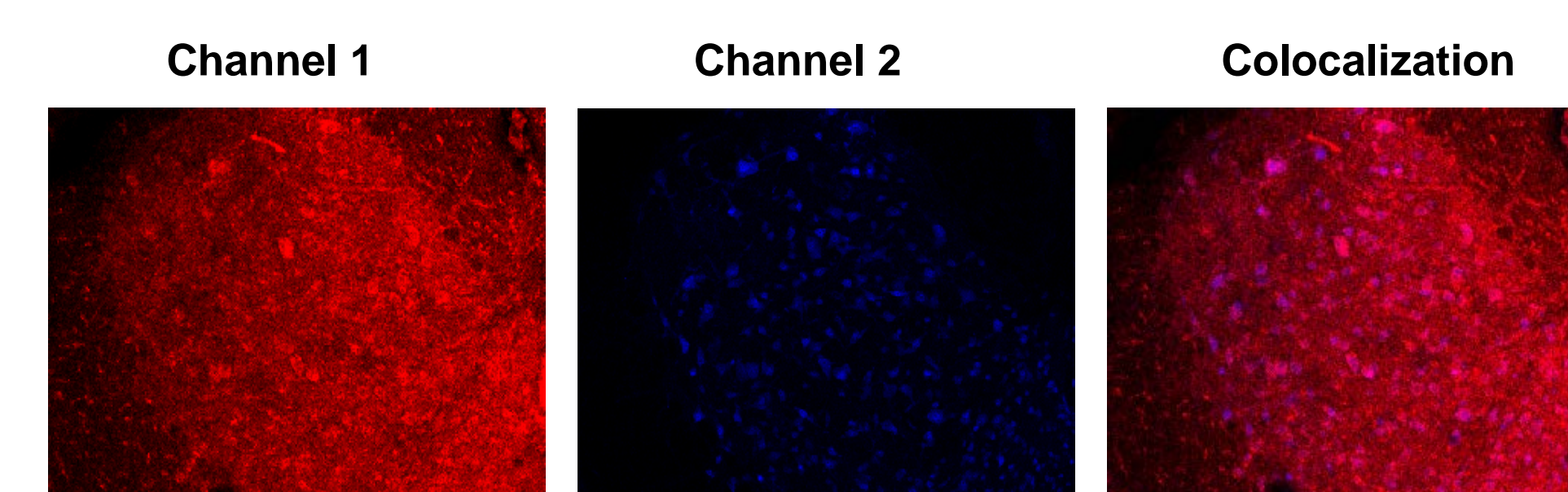### Titles Separating Figures Will Help Poster Viewers Follow the Flow of Your Story

Figure 2. Keep your figures consistent and uniform throughout the poster. Your figures should have a concise description of what the figure is demonstrating. Be sure to mention any statistical analysis performed on the data. Don't forget figure legends when necessary.

- Show your data
- What questions did you ask in your study? Make it logical, not chronological
- Figures should be in consistent formatting; no word art, limit the number of colors you use
- Fonts and figures should be readable from ~5-10 steps away from the poster
- Each figure tells a story, just like your poster as a whole
- Have little to no text in the results section; focus on figures and figure legends
- Know your data!

Results

Titles Separating Figures Will Help Poster Viewers Follow the Flow of Your Story
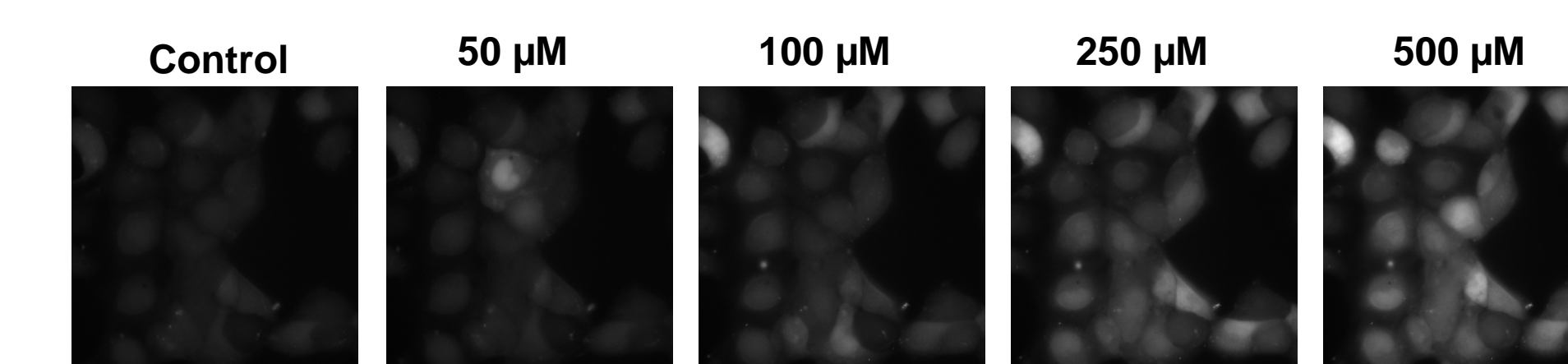

Figure 3. Keep your figures consistent and uniform throughout the poster. Your figures should have a concise description of what the figure is demonstrating. Be sure to mention any statistical analysis performed on the data. Don't forget figure legends when necessary.
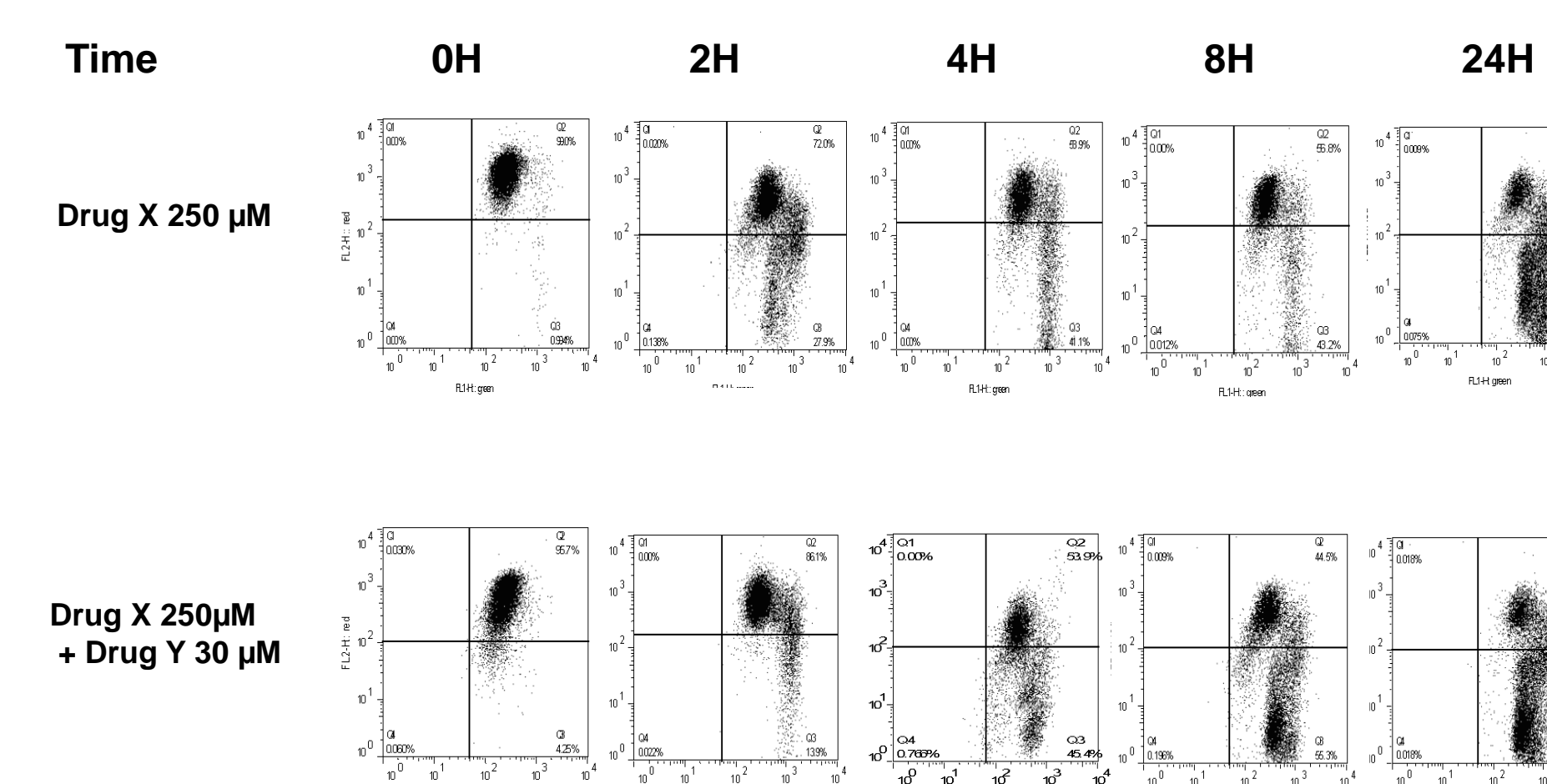

Figure 4. Keep your figures consistent and uniform throughout the poster. Your figures should have a concise description of what the figure is demonstrating. Be sure to mention any statistical analysis performed on the data. Don't forget figure legends when necessary.

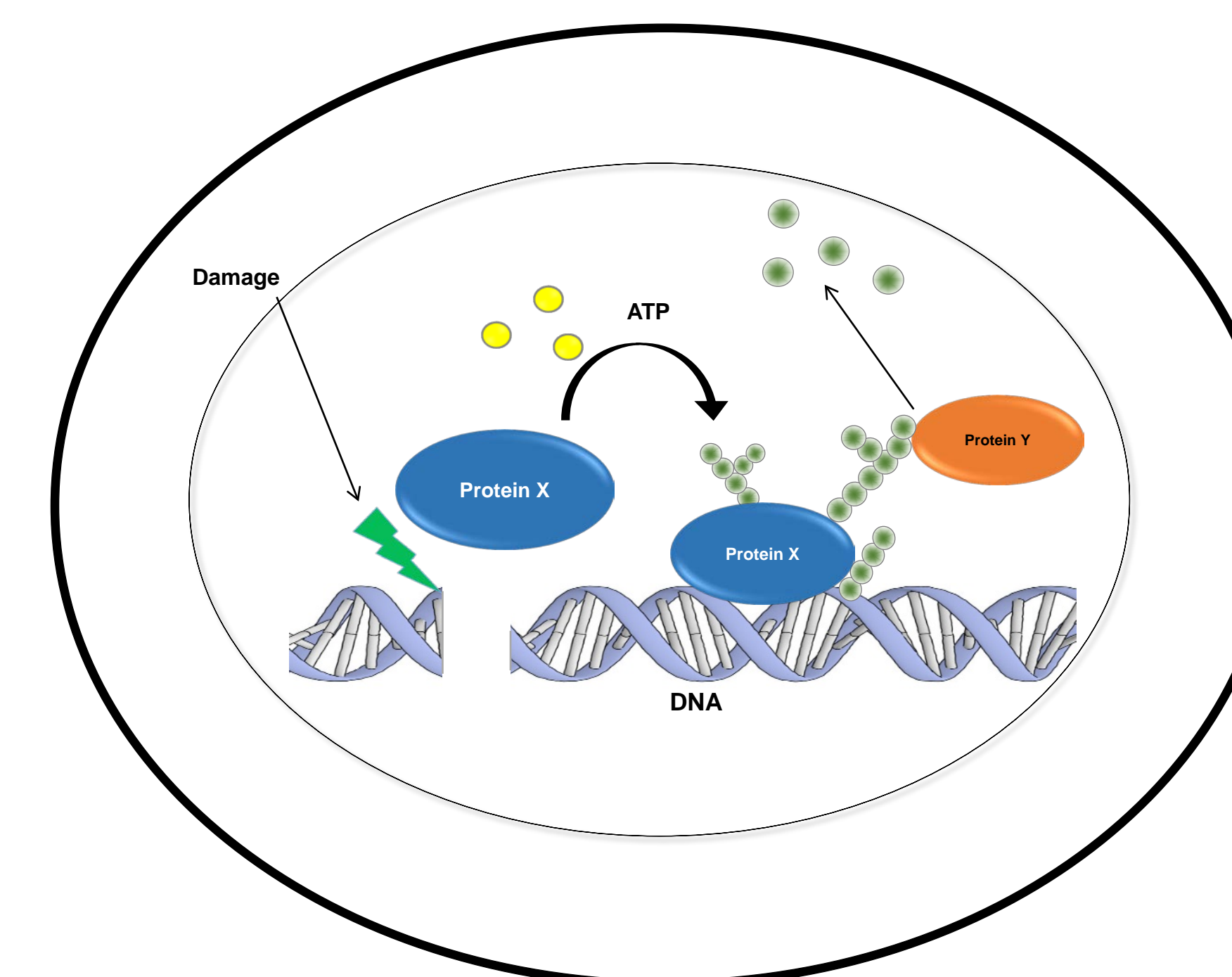### Titles Separating Figures Will Help Poster Viewers Follow the Flow of Your Story

Figure 5. A summary figure or cartoon of your model can help poster viewers bring together your conclusions and observations to better clarify the meaning of your data.

Discussion

- Explain what your data means in the big picture
- What are the implications to your results?
- What conclusions can you make from your study?

PRO-TIPS:

- No data is ever perfect, but while you prepare the poster consider how others might view it. You have seen the data and know your story well. Create it for those who have not.
- Keep in mind that to stand out from the crowd does not mean that you should do it by any means. Be creative, but avoid being ridiculous. Exchange your ideas with your colleagues and accept constructive criticism. It will make your poster better.
- You have limited space and a lot to tell. Be concise. Say what needs to be said to be helpful but avoid flowery speech and expansive stretches of text only.
- Keep your figures consistent with respect to layout, coloring, font, etc. Consistency is important throughout. Pick one font type. If you have to use colors to stress the importance of a point, limit the choices.
- Most importantly: Have confidence in your data and be ready to explain what might not be clear.

Future Prospects

What other questions arise from your data?

How can you further enhance the study, what are your next steps?

What were the limitations of your study and how can these be improved upon for the future?

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Acknowledgements