



AMERICAN MUSEUM
OF NATURAL HISTORY

Center for Biodiversity and Conservation

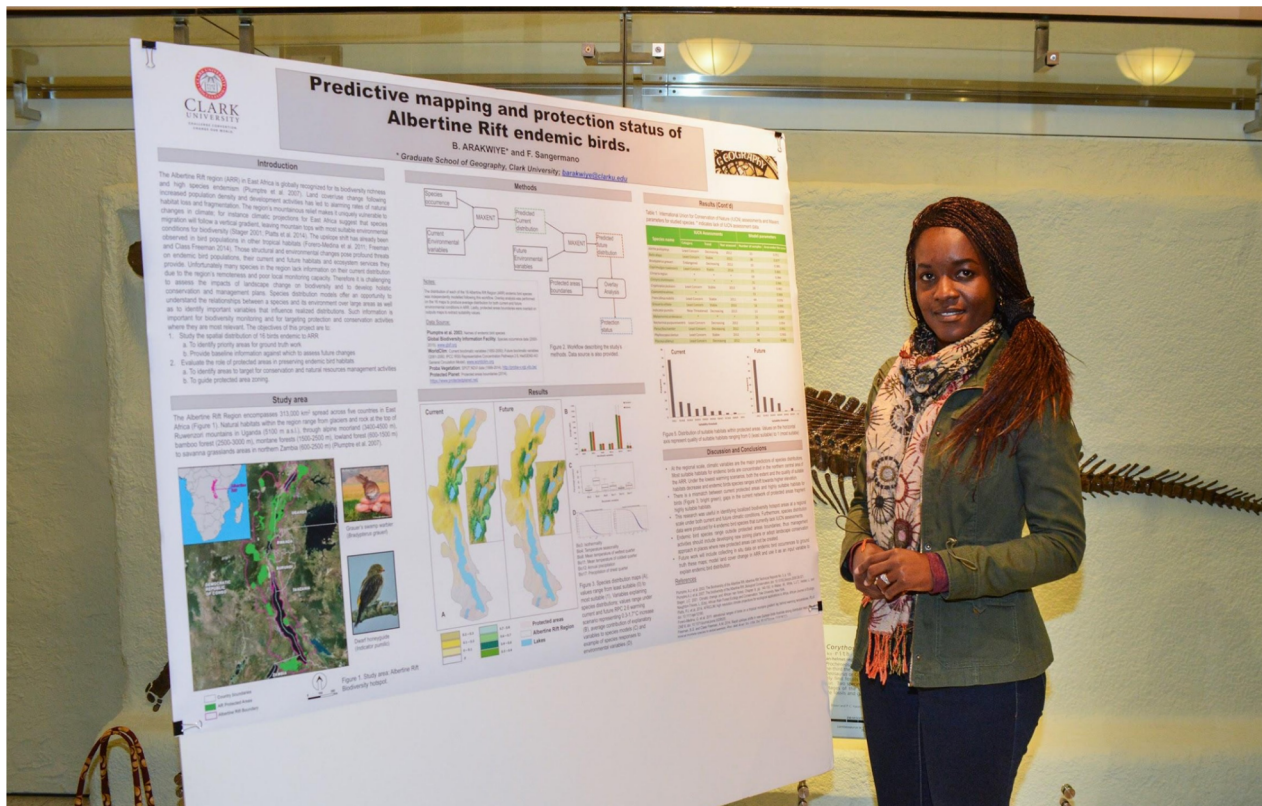
Creating Scientific Posters

Nadav Gazit

Network of Conservation Educators and Practitioners

Adapted by Suzanne Macey

What is a scientific poster?



What is your story?

Beginning

Middle

End

Introduction
&
Methodology

Results

Conclusions

Citations +
Acknowledgements

Questions that might help you think about your story:

1. What question does your research answer?
2. What is it that you are trying to convey?
3. Why does this matter?
4. What are some key take-home messages you'd like people to leave with after reading your poster?

Who is your audience?



Questions to help you think about your audience:

1. Are there terms that I should explain, adapt, or perhaps not use at all?
2. Would it be more important to show the specific methods, or will that be too much information?

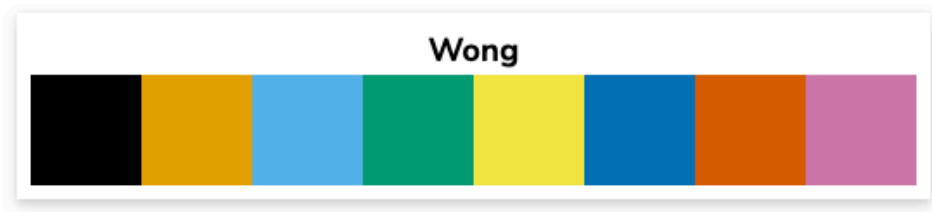
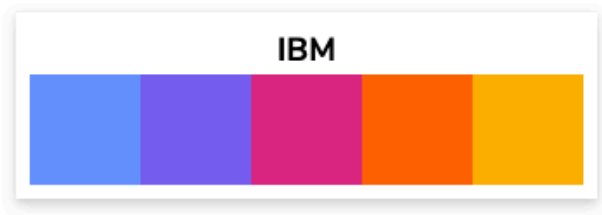
Poster layout



Designing your poster

1. Font size is important.
2. Stick to 2-3 fonts, at most.
3. Less is more.
4. Prepare a short, 1-page handout.
5. Only show what is relevant to your topic and your takeaway message.
6. Make sure your text and boxes are aligned. That helps the reader.

Color!



Presenting figures and data

1. Does this figure tell my story? Does this tell the story for *this* audience?
2. Make sure you give your figures the space they need. Make them big and attractive. They usually are the centerpiece of your work and can really help you drive your key message home.
3. Make sure that labels and captions will be easily readable.
4. Simplify complex / busy figures.
5. Avoid tables unless absolutely necessary.

Which photos should you use?

1. Only include what is relevant to your story and your audience.
2. If possible, do not use pixelated photos!
3. If you're displaying a photo that is essential to your story, make sure you explain what we're seeing (you can use a title and caption).
4. Don't use photos in a way that distracts or takes away attention from your work.

CRAP

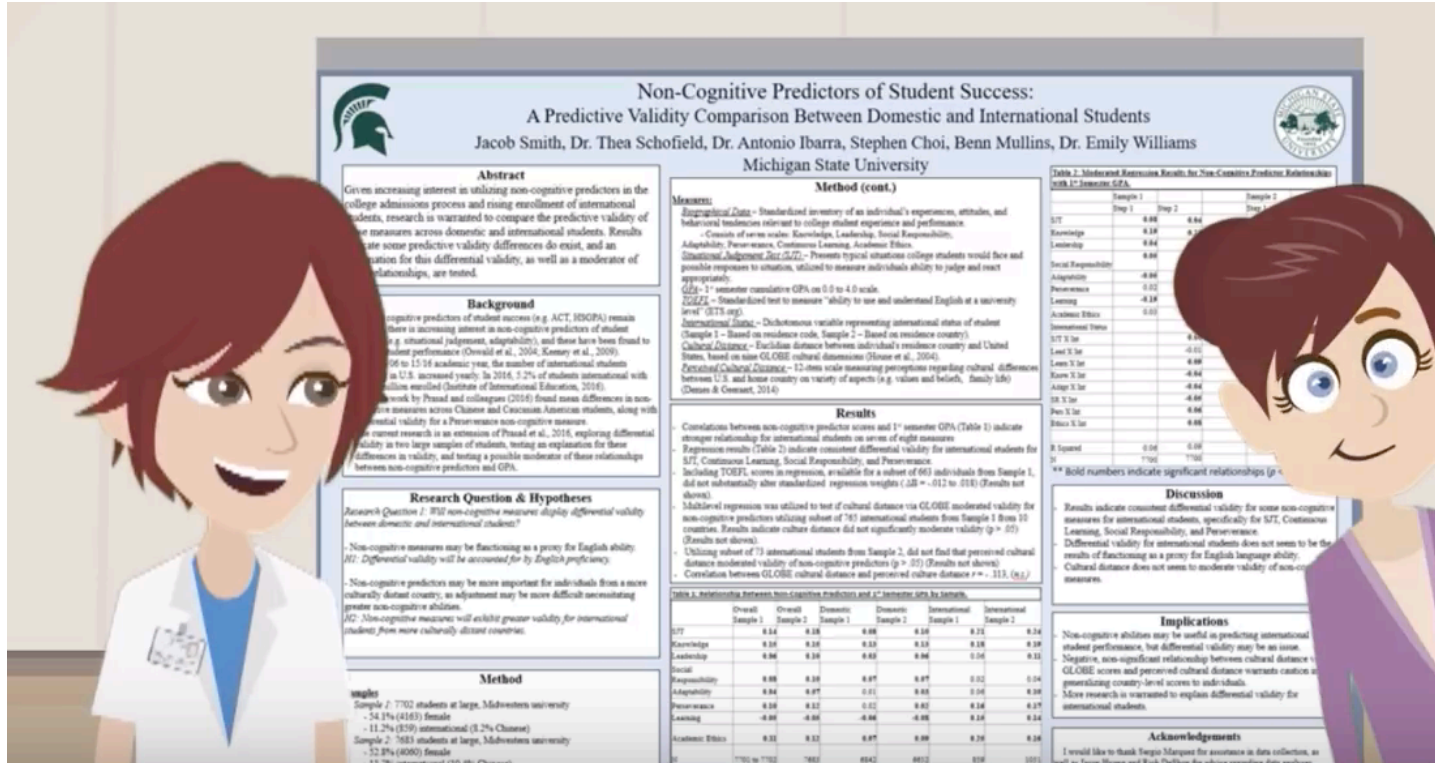
Contrast

Repetition

Alignment

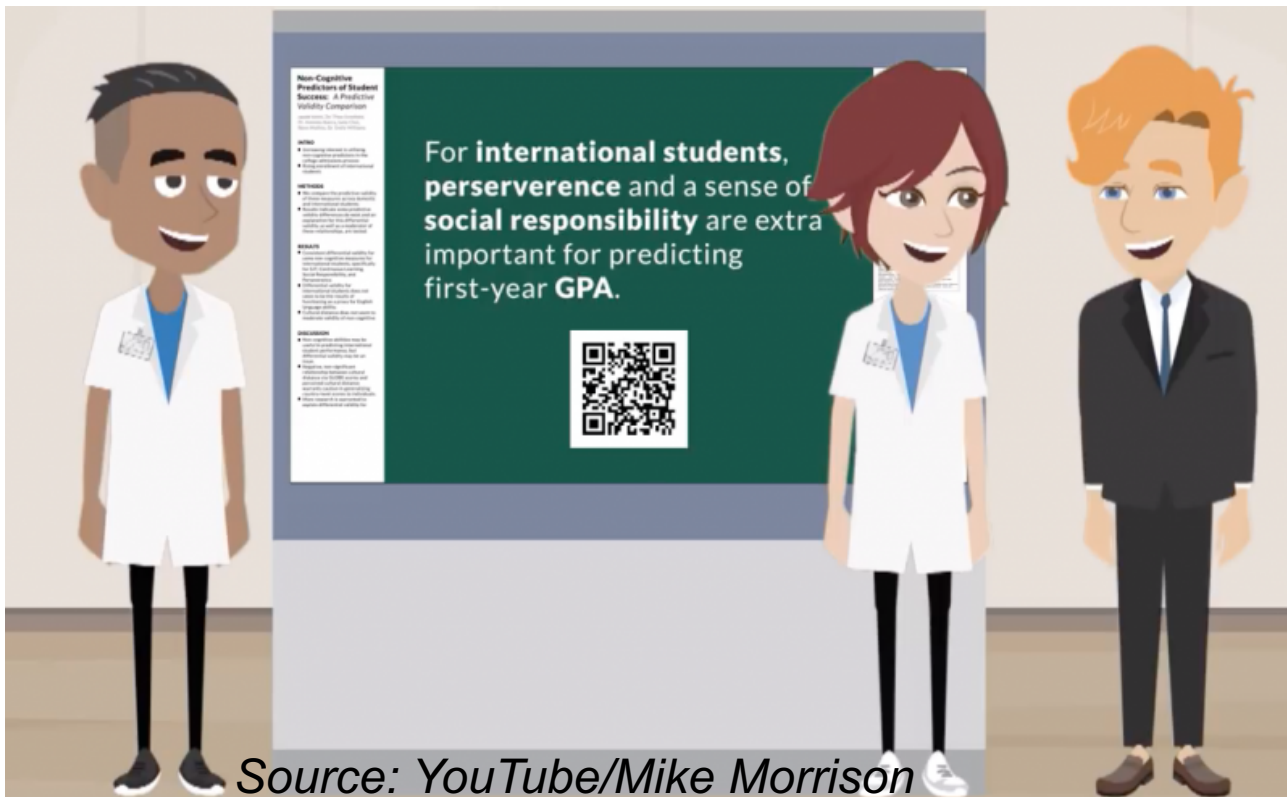
Proximity

Times / Formats are changing!



Source: YouTube/Mike Morrison

Times / Formats are changing!



Source: YouTube/Mike Morrison

Title

Authors

Intro

-
-
- H1
- H2

Methods

- 1.
- 2.
- 3.
- 4.

Results



-
-
-

Discussion

More research is needed, but...

-
-
-



Main finding goes here,
translated into **plain english**.
Emphasize the important
words.



Take a picture to
download the full paper

Extra Tables & Figures

Table 1: Summary of key findings

Variable	Mean	SD	Min	Max
Age	35.2	12.5	18	65
Gender	55% Male			
Education	12.8	1.5	9	16
Income	\$45,000	\$15,000	\$20,000	\$80,000
Health Status	75% Good			
Employment	60% Employed			
Marital Status	45% Married			
Urban/Rural	70% Urban			
Health Insurance	85% Covered			
Physical Activity	30% Active			
Dietary Habits	65% Healthy			
Stress Levels	50% High			
Sleep Patterns	70% Regular			
Mental Health	40% Issues			
Overall Well-being	60% Satisfied			

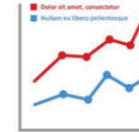


Table 2: Comparison of key findings

Variable	Group A	Group B	Group C
Age	35.2	38.5	40.1
Gender	55% Male	58% Male	60% Male
Education	12.8	13.2	13.5
Income	\$45,000	\$48,000	\$50,000
Health Status	75% Good	78% Good	80% Good
Employment	60% Employed	62% Employed	65% Employed
Marital Status	45% Married	48% Married	50% Married
Urban/Rural	70% Urban	72% Urban	75% Urban
Health Insurance	85% Covered	88% Covered	90% Covered
Physical Activity	30% Active	32% Active	35% Active
Dietary Habits	65% Healthy	68% Healthy	70% Healthy
Stress Levels	50% High	52% High	55% High
Sleep Patterns	70% Regular	72% Regular	75% Regular
Mental Health	40% Issues	42% Issues	45% Issues
Overall Well-being	60% Satisfied	62% Satisfied	65% Satisfied

Example of Rubric to Assess Posters

Rate on a scale from 1 (disagreement) to 5 (agreement)

- The title is informative and engaging
- Research questions are clear and well designed
- Selected methods are suitable to achieve objectives
- Conclusions follow from results, or preliminary predictions are logical
- Poster is well-organized, easy to follow, key information easy to extract
- Poster text is easy to read, colors and design are attractive
- Research presented is relevant to current issues and needs
- If the author is beside the poster, he/she answers questions effectively, with knowledge and professionalism.

Resource Links

OUR COURSE WEBSITE: <https://cool.barnard.edu/envsci/index.php/how-to/make-a-poster/>

<http://www.visualmess.com/>

<https://www.wikihow.com/Make-a-Scientific-Poster>

<https://www.sciencedirect.com/science/article/pii/S2049080116301303>

<https://www.insidehighered.com/news/2019/06/24/theres-movement-better-scientific-posters-are-they-really-better>

For selecting color from a color scheme, you can download this extension for Google:

<https://chrome.google.com/webstore/detail/eye-dropper/hmdcmIfkchdmnmnmheododdhjedfccka?hl=en>

Example color palettes have been developed with the intention of being accessible to people who are colorblind: [IBM Design Library](#), [Bang Wong](#), and [Paul Tol](#).

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