

About the template

This template is meant to give some advice on how to make a scientific poster.

About the template

The template itself is only a white background with a blue line and the UiB logo at the bottom.

The rest of the text in the template is advice on how you may structure the information and a few tips relating to layout. (All included in this PDF)

The text is largely based upon the article "SCIENTIFICALLY SPEAKING - Tips for Preparing and Delivering Scientific Talks and Using Visual Aids" ©2005 The Oceanography Society. – You'll find a link to the complete article at "Profiforget".

Layout in PowerPoint

The template layout uses "Grids and Guides". To turn on this feature go to the top menu in PowerPoint:

Vis/Show => Rutenett og støttelinjer/Grids and guides
=> tick off the appropriate boxes.

The template uses four columns, but you can change this if you want to.

The important thing is that the columns are of equal width. (On how to do this use the PowerPoint/Office- help function!)

Inserting text

If you paste text from a different source onto your presentation use:

"Lim inn utvalg"/Paste special and "Unformatted text".

Visual keywords

The most important keywords relating to visual presentation are:

balance, alignment, consistency and white-space.

Balance

Balance means the relative relationship between the various elements (text / images) on the poster.

You achieve visual balance by arranging the various elements in such a way that no elements are "heavier" than the others.

Using the "Grids and Guides" function in PowerPoint is useful in this matter.

Alignment

Alignment – refers mainly to the way the elements are presented. Be careful in mixing left-, right- and centred alignment.

Consistency

Mixing alignment, fonts, font-sizes, boxes and colours quickly leads to a confusing mishmash of elements. Be consistent in use of colours, fonts and images.

White-space

Let the presentation breathe!!
If the poster is one compact block of text it is practically unreadable!

Some technical advice.

PowerPoint is made for screen presentations not large-scale posters like this. The templates are made in a 1:1 scale but the only elements that really need this are the illustrations.

In order to print the poster you need to make a printable PDF file.

You can use various programs for export to PDF, but make sure that the conversion settings are "High Quality Print" or similar.

<u>Dimensions</u>	<u>width</u>	<u>height</u>
A0 Landscape :	118,9 cm	84,1 cm
A0 Portrait :	84,1 cm	118,9 cm
A1 Landscape :	84,1 cm	59,4 cm
A1 Portrait :	59,4 cm	84,1 cm
A2 Landscape :	59,4 cm	42,0 cm
A2 Portrait :	42,0 cm	54,4 cm

What is it about? Short and descriptive!

Ingress! Should contain the essence of the content. What is this research about? What did you find? The ingress must be short, clear and no more than three lines!

Ole Olsen and Peder Pedersen
CGB – ole.olese@cgb.uib.no

ABSTRACT

Use this section to clarify the scope of the presentation. Choose only ONE essential concept to address in the poster and write a concise abstract that communicates what you have learned about this one concept and how it relates to a larger picture of your field.

This abstract should transmit the important point of your poster to the (typical) viewer who only reads the abstract and glances at the figures.

A poster must convey your basic message within two to three minutes. It should also engage the interest of the viewer so that they are willing to invest more of their time in you and your work.

In this section the font-size should be bigger than the rest of the presentation.

After reading the heading, the ingress and the first paragraph the visitor should be able to determine whether this is within his or her field of interest!



Image text: Strange and scientific image from the bottom of the ocean: Photo: CGB

Room for more text

As you can see, this layout has room for more text. As you can see, this layout has room for more text. As you can see, this layout has room for more text. As you can see, this layout has room for more text. As you can see, this layout has room for more text. As you can see, this layout has room for more text. As you can see, this layout has room for more text. As you can see, this layout has room for more text.

REFERENCES

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The presentation

Choose a short title (!)

Use a smaller font for ingress and the poster author(s), and an even smaller one for associated institutional information (and abbreviate this — no one needs your street address).

Use first names in the list of poster authors and add e-mail information for the lead author.

Text

Keep text to an absolute minimum. Write what you think is the absolute minimum, then force yourself to cut it in half. Continually remind yourself "There is ALWAYS too much text in a poster."

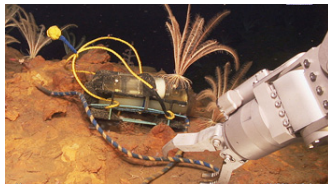


Image text: Strange and scientific image from the bottom of the ocean: Photo: CGB

Graphics and images

A good way to structure a poster is to choose the graphics first, then write the "story" and arrange the spatial flow of the poster around them.

Images must be of high quality and in 1:1 scale (If the physical space it occupies is 15cm wide the image should have the same width). The resolution should be 150dpi minimum. Smaller images may look fine on screen, but they become blurred when printed.

OBS – All illustrations used in this template are too small!! They look fine on screen, but will look bad on a printed poster.

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ACKNOWLEDGEMENTS

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Readability

If something is easy to read, it is more likely to be read. Here are some guidelines:

Use black type on a white background.

Intensely colored or "busy" backgrounds draw attention from the content and make it difficult to read.

Design simple flow paths.

Complex paths from one element to another make it hard for the reader to follow the logical flow of your ideas. Disorganized posters reflect badly on your scientific thinking.

Use subheadings

Descriptive subheadings make it easy for the reader to follow the logical flow of your content.

Double-space all text

except things like acknowledgments and references. Minimum font size (for content) should be 18pt.

Use left-justification,

shown to be easiest to read.

Use a sans-serif font

Arial or Myriad are fonts specified by UiBs graphic profile. They are easier to read than serif fonts like Times. Be font consistent throughout the poster. Be consistent also when using text elements like bold, emphasis and underline.



Image text: Strange and scientific image from the bottom of the ocean: Photo: CGB

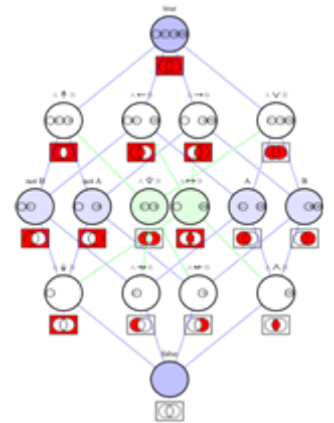
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Things to avoid

Do not use colorful backgrounds with super-imposed text, low-resolution images or L O N G lines of text.

Do not use boxes like this unless they are necessary. This box is used to present content relating to the illustration below. The colour of the edges is the same as the colour lining the poster.



Logos

Leave out unnecessary institutional "brands" or logos. The only logo used in this template is the UiB logo signaling that this poster reflects research carried out at this institution.

A research group may have members from various institutions and receive funding from different sources. This should be stated in the acknowledgment section unless you are bound by contract to include the logo

Including a variety of logos only add to visual confusion!

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