

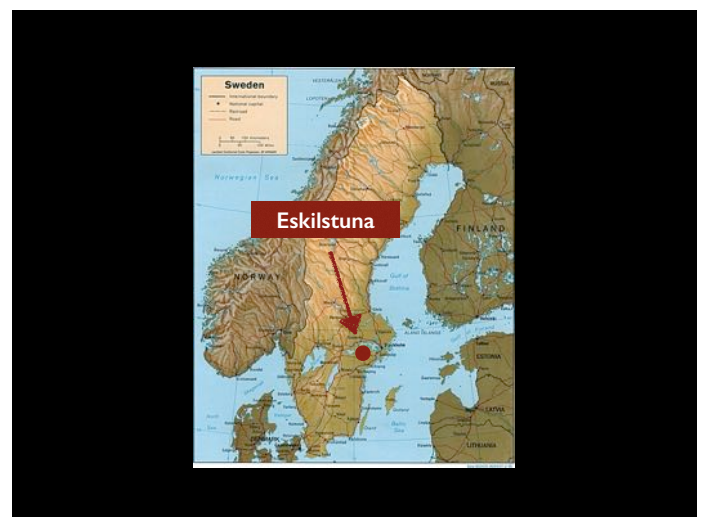
The poster – a visual tool for information transfer

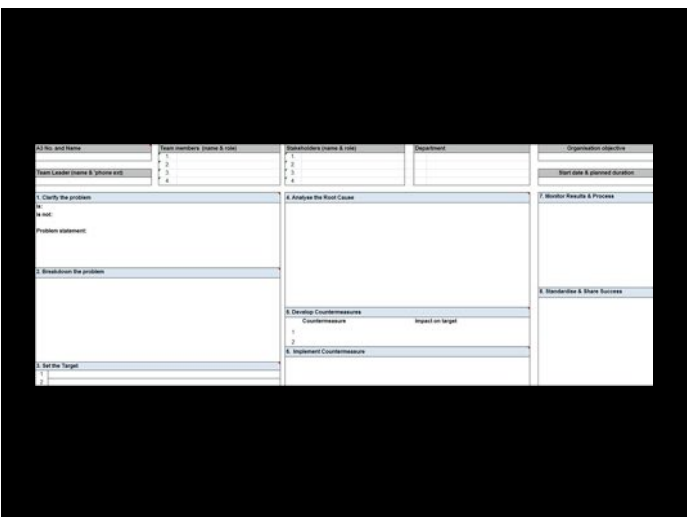
Lund, 11 November, 2019

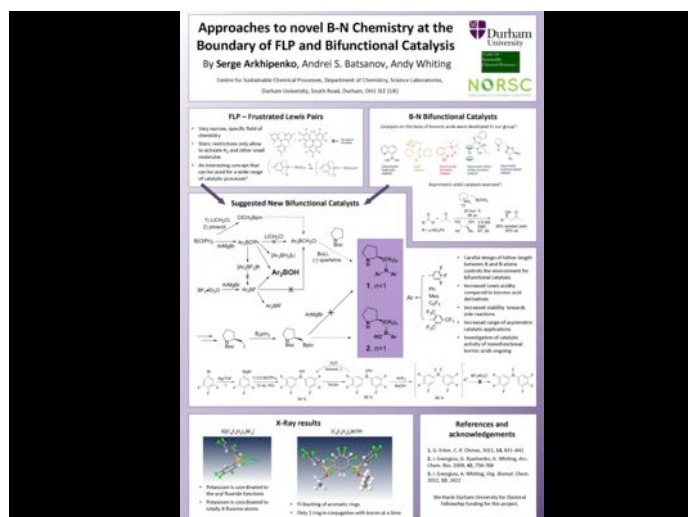
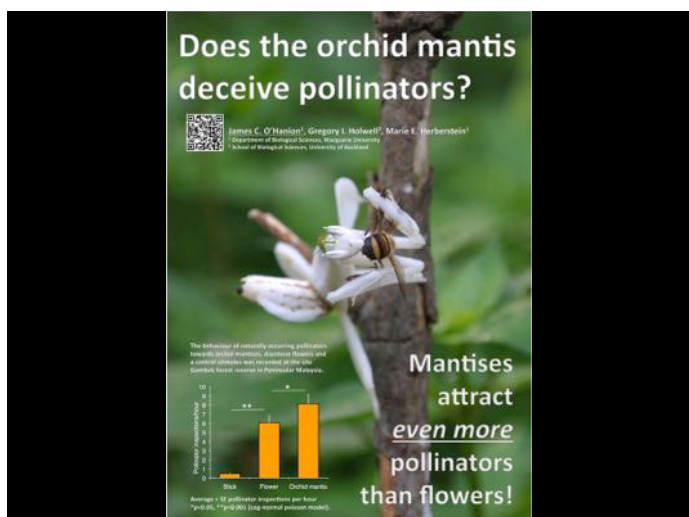
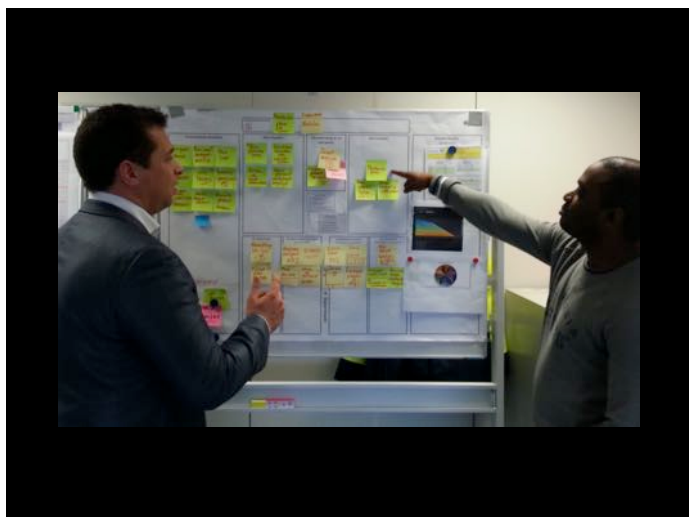
Olle Bergman

M.Sc. Chemical Engineering

“Communications Consultant,
Public Speaker & Professional
Writer with a passion for people,
science, language & history.”







RULES

- You are in charge, I'm your consultant. Use the time wisely.**
- Questions are welcome anytime.**

GOALS: I'm here to ...

- Make you think about communication in a new way.
- Facilitate scientific poster production by guiding you through the design process and discuss some examples.
- Help you see clearer what's special about you (as a professional) and your research.
- Initiate a learning process.



3 weaknesses of scientific communication

1. Poor emotional engagement.
2. Strong, yet dysfunctional conventions.
3. Widespread DIY culture.



DON'T BE BORING

PP

Basic principles of communication

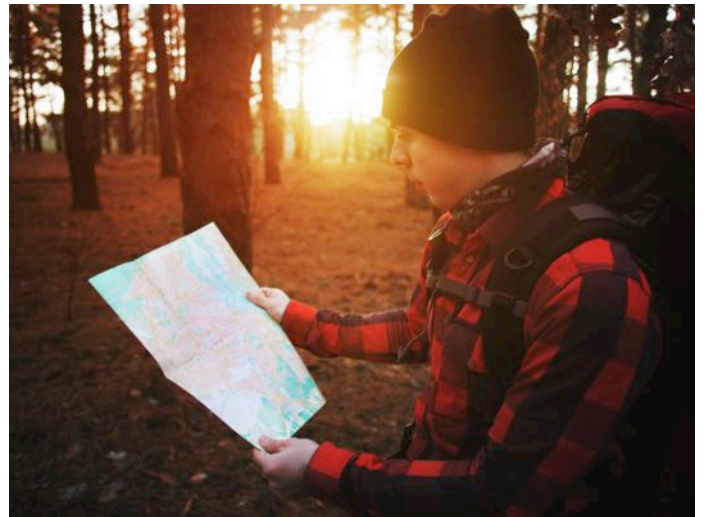
§ why rhetoric is still relevant in AD 2015

1

Define
your task.

Microsoft®

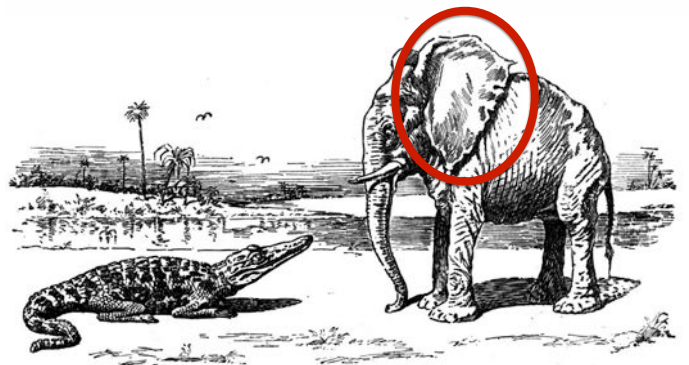
WHERE DO YOU WANT TO GO TODAY?™



- ▶ Transfer information?
- ▶ Create understanding?
- ▶ Convince opponent?
- ▶ Sell an idea or a product?
- ▶ Influence decisions?
- ▶ CHANGE THE WORLD!!

2

Analyze your target group.



What ...

- ▶ ... do they know?
- ▶ ... do they want?
- ▶ ... do they need?
- ▶ ... motivates them?



Australopithecus afarensis

HOMEOSTASIS
SECURITY
HIERARCHY
REPRODUCTION

What ...

- ▶ ... do they think they know?
- ▶ ... do they want to be?
- ▶ ... makes them feel insecure?
- ▶ ... boosts their ego?



3
Know yourself.

*"To thine own
self be true"*

Hamlet Act 1, scene 3

SWOT



Flyswatter



I-SWOT-er

Passion

Understand
the limitations
at hand.

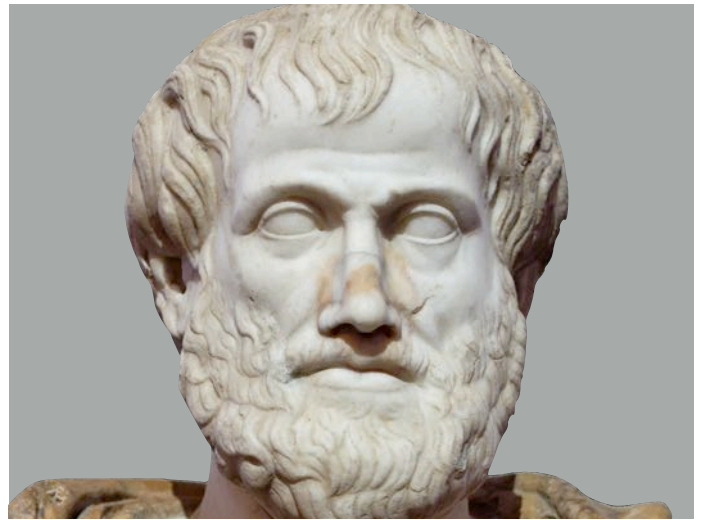


5
Seek inspiration
in all types of
communication.



- ▶ *Exordium*
- ▶ *Narratio*
- ▶ *Propositio*
- ▶ *Probatio*
- ▶ *Refutation*
- ▶ *Peroratio*
- ▶ *Introduction*
- ▶ *Background*
- ▶ *Thesis*
- ▶ *Proof*
- ▶ *Refutation*
- ▶ *Conclusion*

- ▶ Title
- ▶ (Abstract)
- ▶ Introduction
- ▶ Materials & Methods
- ▶ Results
- ▶ Conclusions
- ▶ References
- ▶ Acknowledgements



ETHOS
PATHOS
LOGOS

ETHOS

PATHOS

LOGOS

Exercise



Marketing



Attention

Interest

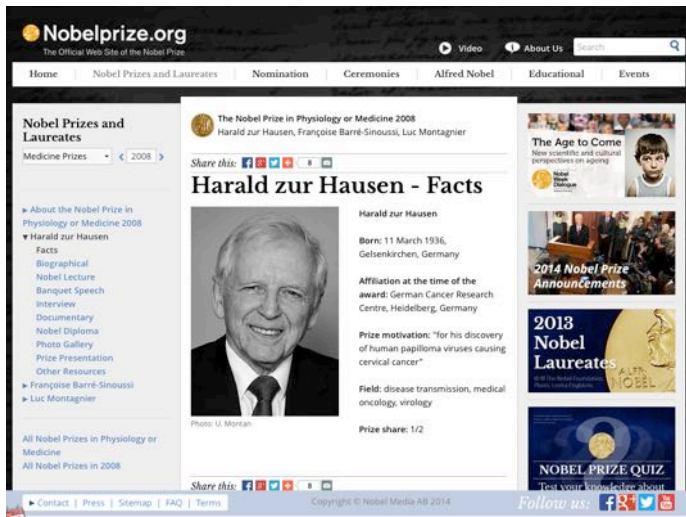
Desire

Action

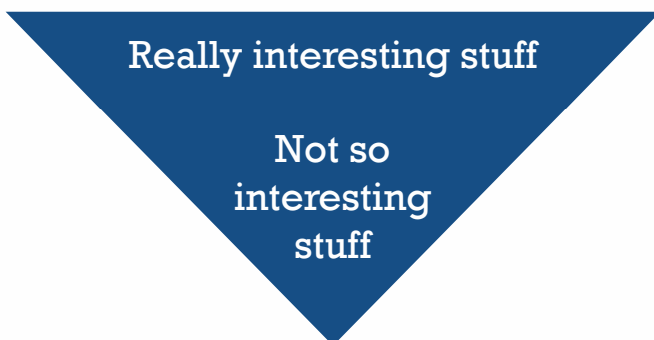


Storytelling





The inverted pyramid



- ▶ What? ▶ Who?
- ▶ When? ▶ Why?
- ▶ Where? ▶ How?



1. Define your task.
2. Analyze your target group.
3. Know yourself
4. Understand the limitations at hand.
5. Seek inspiration in all types of communication.

SCIENTIFIC POSTERS

and what their actual purpose is

“The primary purpose of presenting a poster is to complement yourself as you network with other scientists.”

Matt Carter: *Designing Science Presentations*

Understanding
WHY, WHO &
WHAT

WHY?
WHO?
WHAT?



- ▶ Educate yourself.
- ▶ Set your benchmarks.
- ▶ Get new ideas.
- ▶ Get feedback on preliminary results.
- ▶ Market your research and your group.
- ▶ Network.

Goal	How the poster helps you	How the poster should be designed to achieve this
Disseminate your (preliminary) results.	Peers will study your poster and listen to you presenting it.	Clear flow: aim => results => conclusion. Title includes conclusion (if possible).
Get feedback on (preliminary) results.	Peers will react, ask questions and comment.	Big fonts, clear visuals making it a tool for your oral presentation.
Promote your research and your group.	Peers will see that you're in the game. The design will communicate your brand.	Solid science. Clear, aligned & coordinated design. Affiliations & logotypes in place.
Network	Your poster is a social waterhole which brings people together and a banner which gives you an identity.	Solid science + good design (see above). QR code directs to more information.

What do you know
and what can you
Exercise
assume about your
target group?

Your peers can help you by providing ...

- Clever feedback.
- Scientific knowledge.
- Technical and practical knowledge, skills and experience.
- Limited cooperation (e.g. offering antibodies).
- Extensive cooperation (shared research papers).
- Contacts – useful right now or in the future.



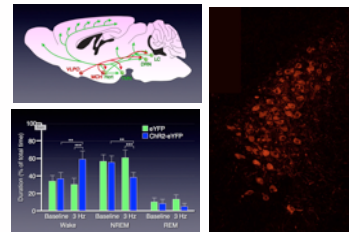


How do you make
your poster useful
Exercise
for ad hoc
presentations?



Intellectual
preparation
2

The stars of the show



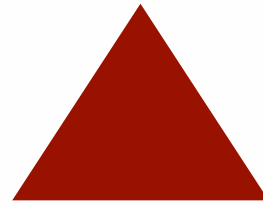
The data displays!

An illustrated
ABSTRACT



Part	What is included...
I ntroduction	The broader context and specific aim of the study (question, hypothesis).
M aterials and Methods	How did you obtain data that will answer your question (test the hypothesis).
R esults	What data were obtained.
D iscussion (& Conclusions)	How your data and analysis answer the question and what it means for the broader field; what are the next steps.

Write the
conference abstract



Prepare
your visuals

Pick out
main
conclusions



Stand alone
presentation

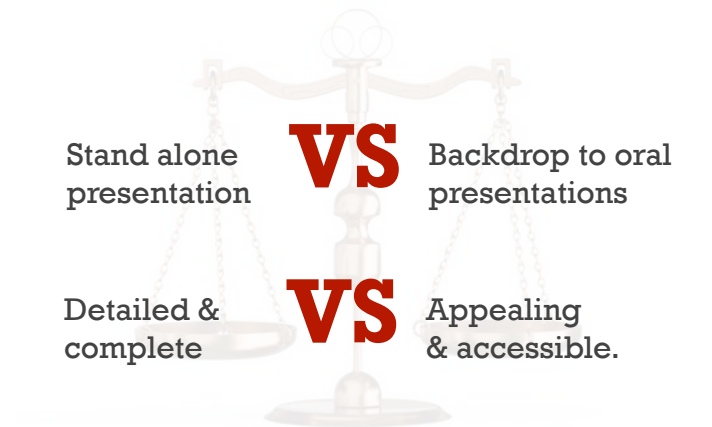
VS

Backdrop to oral
presentations

Detailed &
complete

VS

Appealing
& accessible.



PRINC
DESIGN
HUIE





Write a
working title

TYPE 1: "Effects of substance X
stimulation of protein X mediated
gene Y expression in ABC cell line"

TYPE 2: "Substance X
downregulates protein X mediated
gene Y expression in ABC cell line"

Suggest titles of
those two types for
Exercise
your own research
project!



Decide a
logical order.

IMRAD



Write brief text for the different components.

Start designing!
(PPT or InDesign)

CARP

CONTRAST

ALIGNMENT



REPETITION



PROXIMITY



Stick to
the grid.

Think
BIG

Add more
text ...
but keep it
concise!

Let the
content
breathe!

Don't be
too creative!

data/ink ratio

<https://bit.ly/2FOfUtP>

remove to improve

<https://bit.ly/2AUWksC>

4
IMPROVEMENT
MAKE

Work on
the title.

Remove stuff.

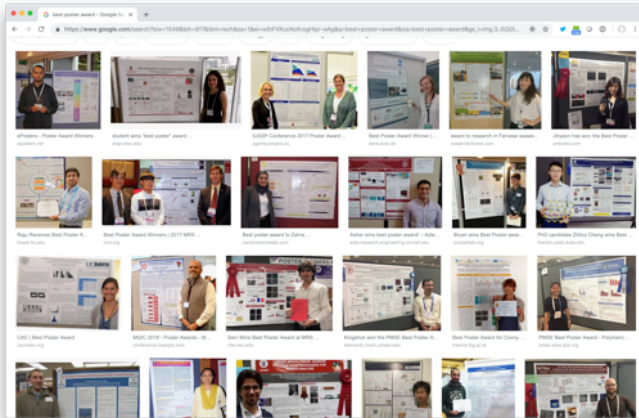
Shorten
the texts.

Total word count: < 250 in total.

Increase the
data/ink ratio
in the visuals.

Prepare
your verbal
explanations.

What is
special with an
award-winning
POSTER?



- ▶ Visual style
- ▶ Scientific content
- ▶ Originality of the research
- ▶ Effectiveness of communication

British Ecological Society

HINT:
check the rubrics
available on the web!



“An **elevator pitch**, **elevator speech**, or **elevator statement** is a short summary used to quickly and simply define a person, profession, product, service, organization or event and its value proposition.”

Wikipedia



1. What do you do?
2. What problem do you solve?
3. How are you different?
4. Why should I care?

Carmine Gallo: *The Presentation Secrets of Steve Jobs*

1. What's your research about?
2. What is your research question?
3. What makes your research unique?
4. Why should I care?

a thing that is interesting either confirms, expands or challenges your knowledge, experience or opinion of something that is either of importance or concern to you or brings you joy