

Poster Mastery: Top Tips for creating a Professional Poster:

1. Plan your layout: for the overall design of your poster, consider the placement of text, images, and other visual elements such as graphs, charts. Balance white space, text and color (images, graphs, charts)
2. Keep it simple: Avoid overcrowding your poster with excessive text and graphics. Focus on conveying key information in a clear and concise manner.
3. Use visual Hierarchy: Create a visual flow by using font size, color, and spacing to highlight important information and guide viewers' attention through the poster.
4. Use High-Quality images: Use high resolution images that are relevant to your topic. Do not use patients in your pictures. All images will be approved by Marketing and may be replaced for compliance/copyright.
5. Use Legible Font: Choose a readable font that is legible from a distance. Avoid using fancy or decorative fonts that can be difficult to read. The recommended font is Garamond, Arial, Times New Roman. Font size 24 – 44 (adjust as needed) can use smaller print font if needed as posters will print large.
6. Highlight key words in another color, such as red. But keep the main body of your text in black.
7. Balance text and visuals: Strike a balance between text and visuals to make your poster visually appealing. Use supporting images, graphs, and charts to enhance the content and make it more engaging.
8. Proof-read and Edit: Eliminate any spelling and grammatical errors from your text. Ensure the content is well-written, concise, and easy to understand. When using abbreviations, first write the abbreviation in full followed by the abbreviation. Example: Performance Improvement (PI). After this you can write PI.
9. Organize Information: The poster template is divided into logical sections, such as the Background, Purpose, methodology, findings/results, and conclusions/recommendations. By using clear headings, subheadings and starting with background it makes it easier for your audience to follow. Background is very important this will allow your audience to understand your poster and the why. If applicable, please state whether your poster is a Performance Improvement project, Quality Improvement project or a Research study with the IRB approval number in the Background or Purpose section.
10. If you have a long list of references, you can write 'references available upon request', or add reference list to a QR code and put the QR code under the references.

UMC Marketing department will review all posters for UMC compliance, we may contact for questions, clarification, and may need to replace photos for copyright issues. Please keep a photo source for reference. Beverley Ingelson our Clinical Director of Professional Practice does have a membership to medical photos that we can assist you with if needed.

Remember, a professional presentation poster should effectively communicate your message, engage viewers, and maintain a visually appealing aesthetic. Take the time to refine and polish your poster to make a lasting impression on your audience.

Attached are samples of previous posters for reference.

Please visit the virtual site to view posters from the previous years, click 'posters' on the right side of the site at <https://apps.umcsn.com/virtualposterday/>

Poster Components:

Poster Title

The abstract title conveys the content/subject of the poster. The title may be written as a question, or the title may be written to suggest the conclusions, if appropriate. A short, concise title may more easily catch a reader's attention. Try not to use abbreviations or acronyms in titles.

Background

Background information provides a way for the reader to understand the topic, provide relevant or historic details, outline pros and cons. Can serve to inform the reader of relevant dates or events and identify key people. It give an overall idea of what to expect from the rest of the paper, poster presentation. Please state one of the following as appropriate, Quality Improvement Project, Performance Improvement Project, or IRB approved Research study, including the IRB number. Please do not refer Quality Improvement/Performance Improvement as a study but as a project.

Purpose

The introductory sentence(s) may be stated as a hypothesis, a purpose, an objective, or current evidence for a finding.

- A **hypothesis** is a supposition or conjecture used as a basis for further investigations.
- The **purpose** is a statement of the reason for conducting a project or reporting on a program, process, or activity.
- An **objective** is a result that the author is trying to achieve by conducting a project, program, process, or activity.

Methods

Briefly describe the methods of the project to define the data or population, outcome variables, analytic techniques, and data collection procedures and frequencies. If appropriate, a description of the statistical methods used may be included (i.e., PDSA (Plan-Do-Study-Act), John Hopkins Evidence-Based Practice for Nurses and Healthcare Professionals, Donabedian Model, etc.).

Results

The results should be concise to support only the purpose, objectives, hypothesis, or conclusions.

Conclusions

The conclusion(s) should highlight the project's impact and follow the methods and results in a logical fashion. This section should not restate results. Instead, the significance of the results and their potential role in managing the project should be emphasized. New information or conclusions not supported by data in the results section should be avoided.

See attached poster examples