

What Makes a Good Poster?

- Readable from 1-2 meters
- Has introduction and summary
- Key ideas apparent within a 5 minute read
- Attractive
- Targeted at the right audience (depends on conference)
- Has pictures (e.g. screenshots and graphs) and examples
- Not too much text

What Makes a Good Poster?

- Title or first impression right away reveals what the poster is about
- Gets information across easily (easy language, pictures)
- Clear structure

What Makes a Good Poster?

- Numbers on sections, problem and results clear
- Careful with colours and background
- Don't put too much content, but enough should be there

What Makes a Good Poster?

- Navigation and structure
- Contrast/colours/readability
- Text bodies, not just bullet points, but not too much (balance your content)
- Relevant pictures (not photos and not too much)

Usual Criteria (If Marked)

- Content, content, content
- Presentation is a *pass* or *fail*, no bonus points for “too many pretty pictures” usually
- Remember that you will have to talk about your poster with passers by for up to 5 minutes
- Main two things to convey in a typical poster are:
 1. PROBLEM
 2. RESULTS

Typical Poster Content

1. Affiliation, Title, Name, Supervisors, etc.
2. Introduction and Background
3. Problem Statement and Motivation
4. Methodology
5. Results (including expected ones)
6. Related Work (discussion, not citations!)
7. Conclusion and Future Work

Recommendations

- Don't put your whole thesis/paper into a poster!
 - But can reuse the writing from the poster
- *Guide* the reader through:
 - Research Problem (Brief Statement!)
 - Description of the Approach
 - Summary of the Results
- Aim for under 1000 words, and remember that a picture is worth a thousand words...

What Makes a Good Abstract?

- The abstract is your four sentence summary of the conclusions of your paper. I try to have four sentences in my abstract.
 1. State the problem.
 2. State why the problem is a problem.
 3. Your “startling sentence”.
 4. State the implication of your “startling sentence”.
- For example:
 1. *The rejection rate for OOPSLA papers is near 90%.*
 2. *Most papers are rejected not because of a lack of good ideas, but because they are poorly structured.*
 3. *Following four simple steps in writing a paper will dramatically increase your chances of acceptance.*
 4. *If everyone followed these steps, the amount of communication in the object community would increase, improving the rate of progress.*

<http://plg.uwaterloo.ca/~migod/research/beckOOPSLA.html>

How to Make One?

- If you never did it, then try PowerPoint!
 - Make a single slide of A1 size (595 x 841 mm)
 - Save As PDF when finished and print it with printers...
- Otherwise, try the package you are *familiar* with

Where to Find Out More

- <http://www.elvis.ac.nz/Main/MakingPosters>
- <http://www.acm.org/crossroads/xrds3-2/posters.html>
- <http://www.ncsu.edu/project/posters/NewSite/>
- <http://www.aspb.org/education/poster.cfm>
- <http://www.cs.ucl.ac.uk/research/students/posterfaq.html>