

Poster guidelines

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Full Research Guidelines are:

<https://jvgemert.github.io/ResearchGuidelinesInDL.pdf>

1 Poster guidelines

Poster presentations are common for presenting research ideas. I've found this blog useful: How to design an award winning poster. I prefer to do my posters in inkscape. Several of the writing guidelines and guidelines for giving a talk also apply here.

Motivation	Content	Form	Analysis
PM1 Excite	PC1 1 block 1 topic	PF1 Too much	PA1 Exps answer Q
PM2 Audience	PC2 Less is more	PF2 Reading order	PA2 Limitations
PM3 Refresh	PC3 Self-contained	PF3 Layout	PA3 Peer review
PM4 Unburden	PC4 Define terms	PF4 No sentences	
	PC5 No guessing	PF5 Draw attention	
		PF6 Complete figs	
		PF7 Find examples	

1.1 Motivation of your poster

PM1: Excite the viewer The goal of a poster is to advertise your research so people will want to read your report/paper. Excite us!

PM2: Audience. Whom are you presenting for? What do you want the audience to take away? What is their background and what are they looking for? Help your audience find it. Avoid Jargon. What do you want to get out of it from them?

PM3: Refresh. Do not assume your audience will have remembered anything from any other source; there may also be new viewers present. If a topic is important: briefly repeat it.

PM4: Unburden the audience. If the audience misinterprets the message: its the responsibility of the presenter to reduce the effort of understanding. Audience understanding can be validated by asking them.

1.2 Content of the presentation

PC1: A single block has a single topic. A modular block in your poster has a title to scope the topic. It has a concluding phrase that makes the main point of the topic.

PC2: Less is more. Every word/figure/image should have an explicit reason to exist. Do this test: *Can I safely remove it yes or no?* Presenting the core essence takes time and effort; it enhances understanding.

PC3: Self-contained. The main point of the poster has to be understandable without a presenter. While you are busy explaining your poster, another viewer who just walks in should be able to understand the key idea without your help.

PC4: Define terms. Do not assume the audience will know specific symbols/terms/abbreviations. Use a defined symbol/term consistently and uniquely. All terms in an equation should be explained.

PC5: No guessing Never expect the audience to do inference. If the viewer has to guess, the guess will often be not what you had in mind. Always explicitly write what the viewer is supposed to see/conclude (answer the “So What” question).

1.3 Syntax, layout and form

PF1: Do not present too much. Your goal is to advertise and excite. Nitty gritty details should be in the report not in the poster. Show just enough so a reader can follow, no more. Do not overwhelm, do not even try to be complete with all details: it will scare people away.

PF2: Use numbers to show reading order. Make explicit how you wish your poster to be read: Numbers the reading order.

PF3: Good layout eases the viewer's effort. Be consistent. Keep some white-space, don't scare people away with an avalanche of detail.

PF4: Do not write long sentences. Use bullet points with one phrase per point. One phrase fits on a single line. Correct grammar is secondary, e.g., there is no need for complete sentences with a subject, a verb, etc.

PF5: Draw attention. Make your poster visually stand out from all others. The goal is to advertise.

PF6: Figures are complete and have a conclusion. Label all axis, show the units on the axis, use a legend with clear differences between entries and add a title to each (sub)figure so that the reader can directly see what is shown. Do not use too thin lines or too small of a font. Always add the conclusion you would like the viewer to draw.

PF7: Example poster. Find some scientific posters on the internet and apply these guidelines. Make a list of things you do/do not like in a poster.

1.4 Presenting analysis

PA1: Experiments answer a question. If you present experiments, note that every experiment starts with a question. Write the question on the poster. The experiment should answer that question. Write the answer on the poster.

PA2: Limitations. If applicable: What are the limitations of your method. No method will always be the best. Showing insight where it fails is strong. The goal of research is understanding.

PA3: Peer review. Find a peer to review each others posters. Check if their poster follows these guidelines. Keep in mind that if an honest viewer did not understand it, it is the mistake of the presenter.