

This Poster Could Make Your Poster More Effective: Rethinking Scientific Poster Design

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Introduction

- Traditional academic posters are important for fueling the scholarly work in a specific discipline (Ilic & Rowe, 2013).
- Many academic posters actually inhibits the transfer of ideas from researcher to conference attendees (Forsythe, Wright, Scherb, & Gaspar, 2010; Rowe, 2015).
- Mike Morrison, a researcher at Michigan State University proposed a radical new poster design which may allow more efficient transfer of information on scholarly posters (Greenfeld-Boyce, 2019).

How it Works

- Poster has three sections:
 - Main concept: presented large at the center with a QR code
 - “Silent Presenter” left sidebar : contains all the information traditionally presented on a poster with enough info for someone to get the information without presenter explanation
 - “Ammo Bar” right sidebar: includes graphs, charts, pictures or data which would be helpful to a presenter if they needed to expand on information with an interested observer

Results to Date/Implications

- We designed and presented two posters in this format at AAEE Conference in Des Moines, IA
- The feedback to the posters was largely positive
- Students had to prepare more because of the pared down version of the poster
- QR codes were accessed an average of 27 times per poster and a QR code to explain the poster design was accessed by 38 unique visitors

Future Plans/Advice

- Thinking through the main concept wording took more time than anticipated
- Presenters should be prepared to answer more questions both at and following the conference

Costs/Resources Needed

- No costs other than the printing costs associated with traditional poster printing

Presenting posters in this **format** could help your research have more **impact** and connect your findings to more **people**.



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