



University of California
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How to Design Scientific Posters

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Learning Objectives



Understand the purpose of Scientific Posters



Understand what elements go into a scientific poster



Understand differences between research and QI posters



Review guidelines for creating posters



Understand common mistakes

Guidelines for Creating Posters: Purpose

- Networking tool
- Communication tool
- Consider your ideal audience



Research Poster Elements

Title:
Subtitle



PRESENTER:
Leeroy Jenkins, MD
Affiliation

BACKGROUND:

- Who cares? Explain why your study matters in the fastest, most brutal way possible (feel free to add graphics!).
- Use bullet points.
- Make sure to cite.

OBJECTIVE:

- Use active language and keep succinct.
- Include hypotheses

METHODS

- Collected [what] from [population]
- Tested it with X process.
- Illustrate your methods if you can.
- Try a flowchart!

Main finding goes here,
translated into plain English.
Emphasize the important words.



Visualize your findings with an image, graphic, or a key figure. Make sure to label your figures/tables.



Take a picture to
download the full paper

RESULTS

- Describe the sample.
- Present results
- DO NOT INTERPRET Results here

DISCUSSION

- Where your results expected?
- How can you explain your results as related to the larger literature?
- Make sure to cite.

REFERENCES

- Include references you cited in your background and discussion sections.

CO-AUTHORS:

• Mickey Mouse, MD; Mini Mouse, PhD; Donald Duck, DO; & Alvin Chipmunk, MPH
Affiliation



Quality Improvement Storyboard

Storyboard Title	
 KAISER PERMANENTE	Add Author Names and Information Include Medical Center or Department Names
	 Kaiser Permanente San Jose Family Medicine Residency
Problem Statement	Results
• What is the problem you tried to solve? • Why should we care about it?	• Present the results for your three measures here. Can also include a process map, driver diagram. • Use graphs and tables. Don't forget to label.
SMART Goal	
We aimed to improve primary outcome from baseline amount to goal over XX months.	
Measures	
• Primary Outcome: • Process Measures: • Balancing Measures:	
Stakeholder Analysis	Conclusions
• Who were your stakeholders and what did they need/want from this project? • Consider including a table here	• For each intervention indicate whether you adopted, adapted, or abandoned the intervention and why (based on data and stakeholder feedback)
Actions Taken	Sustainability
✓ Describe your steps per phase (planning, Assessment, and PDSAs. ✓ List each intervention you tried. ✓ DO NOT INTERPRET RESULTS HERE	• Describe future steps/spread and how you will ensure successes remain successes.
	References
	• https://www.cdc.gov/measles/cases-outbreaks.html • https://www.cdc.gov/vaccines/partners/childhood/matte-articles-5-reasons.html

Guidelines for Creating Posters: Design

- Use bullet points to break up text
- Use section headers & include all important elements
- Limit number of words
- Only include the very essential information, graphs and tables. Keep your story simple.
- Mockup a design before you include all the information.
- Make sure it is readable, easy to follow, and there is negative space.
- Include eye-catching graphics and make sure colors go well together
- Consider font size & type.
- Include your contact information & headshot.

Common Mistakes

- Not following the guidelines for the conference
- Slide size isn't correct
- Using low-quality images or not branding appropriately
- Not citing sources
- Not labeling figures/tables
- Including too much text
- Including too much detail in supplemental materials
- Presenting too soon
- Not including contact information

Process for Creating Posters



Poster Resources

■ New Poster Design

- [How to create a better research poster in less time \(#betterposter Generation 1\) - YouTube](#)[How to create a better research poster in less time \(#betterposter Generation 2\). - YouTube](#)

■ How to present Research

- <https://www.equator-network.org/>
- <https://blogs.lse.ac.uk/impactofsocialsciences/2018/05/11/how-to-design-an-award-winning-conference-poster/>
- <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1955747/>

■ How to present QI work

- <http://www.squire-statement.org/index.cfm?fuseaction=Page.ViewPage&pageId=471>

■ Poster Templates

- <https://www.posternd.com/sciposters-templates>