

Scientific Poster: Tips, Design and Template

Poster presentation is an increasingly popular mode of presentation. The purpose of scientific poster is to present laboratory work to fellow scientists who are attending the conference. The audience would be walking around the poster area. Thus, the poster should be eye catching with respect to design, title and the content. The poster is an excellent means of conveying scientific findings because it is a pictorial representation. Therefore, a poster should be visually stimulating with few sentences in bullet form. Some hints for preparing an effective poster and get it right to the audience is:

The poster should be clear, concise and eye catching. Have focus points, with the intended message clearly conveyed through simple Text, Tables and Graphs. The most important part is "**Title**". Second most important is "**Conclusion**". Use colors wherever necessary. Avoid text in all capital letters. Text in upper and lower case is easier to read.

Organize content effectively (see below). Use one font (Arial or Times New Roman) throughout. Avoid fancy fonts. All headings (given below, except for Topic Title) should be 36 point, bold, Caps; subheadings: 30 pt, bold, caps. References and Acknowledgments should be 20 pt. Text should be 20 to 26 pt, legible from 3-6 feet (1-2 meters) distance. Avoid lengthy notes.

The poster board will be not more than 0.95 meter (95 cm) wide by 1.2 meter height (120 cm). Therefore, the following poster layout should fit within that area:

The layout

1. Title: Briefly tell the story of the project. Try to present one main result with the conclusion (declarative title). Use 60 point or more. Title should be visible from 2 to 3meters. Author(s) name: 40 pt, bold. Institution address: 36 pt, normal. Underline the name of the presenting author. Do not use degrees, titles or designations for any of the authors.

2. Abstract: Paste the same abstract that you have sent to the conference. Text should be 20-24 points.

3. Introduction: Divide into 3 or 4 parts.

First paragraph: Review of literature or background information. Define the topic; explain what was studied before, and the state of existing knowledge relevant to the study undertaken.

Second paragraph: Rationale or significance of the study. Why is the study important?

Third paragraph: Objective(s) of the work. Gaps that the project is intended to fill.

Fourth paragraph: State hypothesis(e)s, if it is a hypothesis driven study.

4. Methods: An overview of the experimental design. What did you do? Use references for standard methods, rather than describe in detail. Cite the references by numerals (1, 2, 3,etc.) in superscript. Give statistical methods and ethical approval.

5. Results: What did you find in your study? Use tables and figures (no text) to clarify and depict study results. These should be clear, concise and self-explanatory. Include legends for both Tables and Figures/Graphs.

6. Discussion: This is not necessary, if conclusions are clear. It tells what the results mean.

7. Conclusion: Should be consistent with study results. It should be related to objectives, research questions and hypothesis. State possible future work and use brief bullet statements.

8. Reference and Acknowledgement: Option.

Footnote: Presented at the _____ Indian Pharmaceutical Congress held at _____ during _____.

(Example: Presented at the 64th Indian Pharmaceutical Congress held at Chennai during 07-09 December 2012.)

Title of the project [Maximum 2 lines, Text in upper and lower cases, ≥60 point, bold]

Author(s) name [one line, 40 point, bold]

Department, Institution, City, State [Maximum 2 lines, 36 point, normal]

ABSTRACT (Original sent to the IPC)

INTRODUCTION
1st para: Review of literature
2nd Para: Rationale
3rd Para: Objective
4th Para: Hypothesis (option)

METHODS

TABLE 1

TABLE 2

FIGURE 1

FIGURE 2

DISCUSSION (Option)

- 1.
- 2.

CONCLUSIONS

- 1.
- 2.
- 3.

REFERENCE (Option)

ACKNOWLEDGMENT (Option)