# How to make a Poster

This is a summary of a few points to consider for the preparation of a scientific poster.
For general didactic details you should consult the power point presentation by Pamela Alean-Kirkpatrick
http://www.afh.unizh.ch/dienst/veranstalt/mittag/pdf/Poster_Praesentationen.pdf

Posters may be printed at the ETH printing service which is also available to students of the University. Details are offered under
http://www.vpp.ethz.ch/eng/manual.html
and prices are listed under
http://www.vpp.ethz.ch/ger/costs.html

Technically, you should first make the figures, tables and graphs you intend to include and write the legends. Save figures as jpg files. Write the text as a separate word file. It is best to compose your poster in Adobe Page Maker from which you can easily produce a post script file. This is the file type that can be sent to the printer.

## General structure of a scientific poster

Poster presentations should attract people to stop and see how you solved a particular problem and what your new findings are. Normally they don't want to read a lot; offer them brief texts and informative graphs, images, diagrams and tables. These should be understood by looking at them and reading the legend only.

- Do not overcrowed the space and select the information which you want to present carefully.
- Remember, the person looking at your poster is standing in front of it. The information should be readable from a distance and be immediately clear.
- Chose Arial, Helvetica, Geneva or Verdana as fonts, 12 points high on an A4 page (this will be enlarged linearly to 48 points if you print your poster in A0 format).
- Colors should be used to emphasize key points and as a help for orientation. Use colors consistantly, make sure they print well and do not use too many different colors.
- Arrange texts and graphs in columns, especially if the poster is in horizontal format. In vertically formated posters you should restrict text to the middle area with only pictures or easy to understand graphics at the bottom.

As a rule, your poster should contain the following sections:

## Title

Formulate the title as a clear statement or as a question. The title attracts people and makes them want to know more. Add the group logo.

## Authors and address

List full names of the authors and indicate where they work. Give only one address for further information

## The first two sentences
State clearly what you discovered. After having read the first sentences the poster visitor should be motivated to stay and want to learn more about your discovery, i.e. the poster's contents.

## Aims and Objectives
This section states the research questions asked and the hypotheses which underly your research. What did you do and why did you do it ?

## Approach
Here you describe briefly how you did the work, which methods you used and what approaches you applied to analyse the data.

## Results
In this section you summarize what you observed, i.e. what your findings are. Use graphs, images, diagrams and tables to present the data.

## Discussion
How do your findings fit or contradict what is known ?

## Conclusions
What do your observations mean ? In which respect do they support what is already known, where do they contradict it ? How does your discovery initiate further research ? What should be done next ?

## References
Give 1 or 2 essential references, preferably your own, and a key paper summarizing aspects of your work . This allows the reader to go into the details of your research topic.

## Credits
Acknowledge help and support as well as authorship of pictures, etc. or information which you received from someone else.

## Address
You might want to add your own picture to allow the reader to identify you by sight at the meeting.