

How to present your research in a scientific poster?

tips and tricks

1

Title,
affiliations &
logo

▶ The title has no more than **two lines** and there is a distinction between the **affiliations** (your name + university name & logo).

▶ The title is catchy, **clear**, visible, comprehensible



2

Think
like a
designer

▶ Through the layout, colours, images there is an obvious **link** with the **subject of the research**.

▶ The audience/the reader can easily understand the topic and the **main message**.
(conclusion/results)



3

Icons,
graphs,
schemes

▶ The poster not only contains plain text, but also **graphs, icons, images and/or schemes** and they are clear and relevant.

▶ Even qualitative research can be presented in a **structured way!**



4

Structure
with
blocks

▶ The posters consists of **blocks** that are well positioned

▶ The poster is creative and based on an unique **structure**, made visible through **titles**.



5

Guide
the
eye

▶ The **key words** and **key results** are in bold, in colours or in an other original way.

▶ The reader knows where to start reading and the **order** is **logical**.



6

20
40
40

▶ The poster contains enough variety with images, icons & **white space**.

▶ It contains only **the necessary written information**.

