Eva Gylfe
Communicator & Coordinator

Bolin Centre for Climate Research | Stockholm University

Guidance for an intriguing poster

Posters are a great way to communicate your research as they provide the most essential information in an appealing way, thereby attracting viewers. For the Bolin Days Days you can create a new poster or re-use one. **There are no rules**. However, to get you started we have provided some guidelines and poster templates.

Some basic guidelines

- You choose yourself if you prefer Landscape or Portrait. For the digital poster session, landscape can work a bit better.
- Include the background of your research followed by results and conclusions. A successful poster presentation depends on how well you convey information to an interested audience. Note that the title of these sections does not have to be the classic "Background", "Results", etc. but can be more original for your content.
- If you want to present a project in an early stage you can make it clear what *sort* of results are expected and focus on why the research is interesting.
- When working with graphs or charts, use different colors and textures/symbols for each line or bar. A serif font (e.g., Times) is often easier for reading main text, and a non-serif font (e.g., Arial or Helvetica) is more legible for headers and figure labels.

When editing your poster

- **Keep it brief**. Practice communicating the most essential information from your research and do not be scared to leave a lot of empty space, it will actually attract more viewers.
- **Use colors**. Try and use a limited number of easy colors (i.e., not too dark) throughout the poster as a theme.
- **Lead viewers visually** - the goal is for viewers to understand the poster *without you being there*. This can be done with arrows, callout boxes and arranging your text in a logical way. Keep font-size of all text (including graph labels) as big or bigger as in the rest of the poster. Use squares, rectangles, circles, etc., to group similar ideas.
- **Symmetry is key**. When the poster is not arranged symmetrically even the smallest details tends to steal the viewers attention. Make sure to keep some space in between boxes and between boxes and the edge of the poster.
- **Be creative.** Creativity will make your poster unique and draw attention. Be creative by using different font sizes, styles, pictures and colors.

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For those of you who will present your poster

A way to enhance your poster is to do a 2-minute PICO presentation. This is your opportunity to market your poster and attract viewers. For this year, all presentations need to be prerecorded. You can record your presentation at home, with your cellphone or other equipment. The presentations are to be maximum 2min/person.

What to say during the two minutes is up to you. One tactic is to mostly present the interesting questions to your research. Another is to lure them by giving the most interesting results without too much background, and then they will have to look at the poster to learn more.

Good luck!