GET YOUR MESSAGE ACROSS: POSTER EDITION!

A guide to artwork and illustrations for better impact and clarity

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You are competing for attention.
How long do you want to spend at a poster?

- 0-5 min: 60%
- 6-10 min: 20%
- 11-15 min: 10%
- 16+ min: 0%

n = 298; [Twitter link](https://twitter.com/DoctorZen/status/1141393878630772737)
The Robert Rodriguez
FIVE MINUTE FILM SCHOOL
https://youtu.be/iGge_7JI-pA
THE
DOCTOR ZEN
FIVE MINUTE
POSTER SCHOOL

Start your clocks!
DON’T REINVENT THE WHEEL!

(Unless necessary)
Daily confirmed COVID-19 deaths, rolling 3-day average

Limited testing and challenges in the attribution of the cause of death means that the number of confirmed deaths may not be an accurate count of the true number of deaths from COVID-19.

Source: European CDC – Situation Update Worldwide – Last updated 27th June, 11:00 (London time) OurWorldInData.org/coronavirus • CC BY

Note: The rolling average is the average across three days – the confirmed deaths on the particular date, and the two previous days. For example, the value for 27th March is the average over the 25th, 26th and 27th March.
PUT ON SOME MAKE-UP!

(On the graph)
Quartet group

Range
SAVE NUANCE FOR PAPERS!

(When possible)
Mean + S.D.

Quartet member

A  B  C  D
DECIDE WHAT’S IMPORTANT!

(Not all data are equal)
Proportion of research papers accepted where the first author is female, by month of submission over past five years

Source: Digital Science
2020: COVID-19 emerges in Europe and North America

Papers with woman as first author

Month

2015-2019 (Mean + S.D.)

2020
DRAW ATTENTION WITH CONTRAST!

(One of these things is not like the others)
Contrast in shape

Contrast in colour

Contrast in size

Contrast in position
You will read this first

You will read this second

You will read this third, and…
Put information at point of need!

(The most common problem with graphs on posters)
Accepted papers with woman as first author + S.D.

- January: 25%
- February: 30%
- March: 35%
- April: 25%
- May: 30%

Month: 2015-2019 & 2020
TIME'S UP!

Now tell me how wrong I was!
THANK YOU!

@DoctorZen
Coming January 2021!

bit.ly/BetterPostersBook