

1. Einleitung

Auf dem brachliegenden Gelände der Frankfurter Großmarkthalle plant die Europäische Zentralbank (EZB) ihre neue Hauptfiliale zu bauen, welche 2011 fertig gestellt werden soll. Aufgrund der großen Bedeutung der Großmarkthalle für das Frankfurter Stadtbild, kam es schon früh zu Diskussionen über den Bau des Großprojektes. Letztendlich soll die Halle in den Neubau integriert werden.

Die aufstretenden Probleme führen zu der Frage, inwieweit die Bevölkerung im anliegenden Ostend über den Bau informiert worden ist. Dieser Frage wurde mit der vorliegenden Studie versucht nachzugehen, um zu sehen, inwieweit die Bürger über den Bau von städtischen Großprojekten informiert werden.

In der unten aufgeführten Abbildung wird gezeigt, dass die Nicht-Anwohner des Neubaus der EZB gegenüber weniger negativ eingestellt sind als die Anwohner des Ostends. ($^{**}p<0,01$, $^{*}p<0,05$)

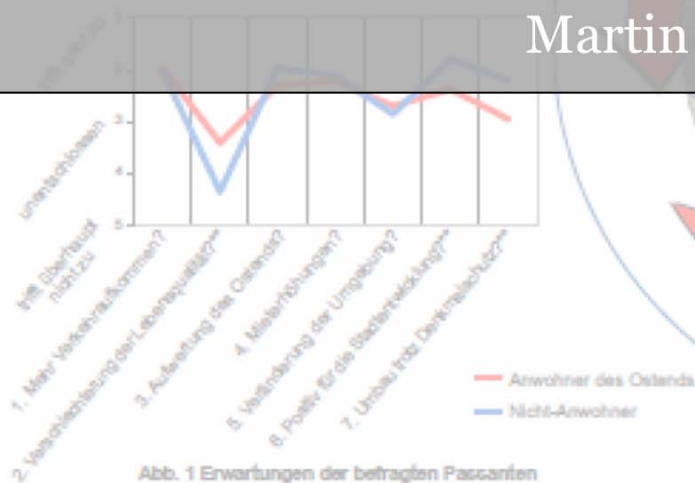


Abb. 1 Erwartungen der befragten Passanten

2. Methoden

Mithilfe eines standardisierten Fragebogens befragten wir 150 Passanten im Frankfurter Ostend. Die Fragen versuchten, den Informationsstand der Passanten bezüglich des Neubaus der EZB zu ermitteln. Außerdem wurde nach der Einstellung zu verschiedenen Themen, die mit dem Projekt – wie Verkehr, Lebensqualität u. a. – des Großprojektes abgefragt. Nach der Auswertung der Fragebögen und deren Zusatz zusammengefasst.

4. Fazit

Die Erwartungen der befragten Passanten sind im Allgemeinen recht positiv. Sie erhoffen sich positive Veränderungen die sich auf das Viertel auswirken.

Bürger, welche über mehr Informationen verfügen sind mit dem Projekt gegenüber positiver eingestellt. Daraus lässt sich schließen, dass die Träger von städtischen Planungsprojekten Konflikte mit den Bürgern/Kollegen vermeiden können, wenn sie sich umfassend mit der Informationspolitik betreiben würden.

bezüglich der Informationspolitik sind strukturierte und detaillierte Maßnahmen, um alle Bürger, insbesondere die von dem Projekt betroffenen, in den anliegenden Viertel möglich, zu diesem alle Bürger eingeladen werden.

In der unten aufgeführten Abbildung wird gezeigt, dass die Personen, welche über ein Projekt informiert sind,



Abb. 2 Erwartungen der befragten Passanten

3. Auswertung

Abb. 1 zeigt die Erwartungen der Befragten im Ostend. Die Themenbereiche 1, 2, 3, 4 und 5 ergaben sich keine signifikanten Unterschiede, d. h. Anwohner des Ostends und Nicht-Anwohner haben die gleichen Erwartungen zu diesen Themenbereichen.

Die Themenbereiche 6 und 7 zeigten sich die Nicht-Anwohner mit einer signifikanten Verschlechterung der Lebensqualität rechnen. Zur Frage, ob das Projekt für die Stadtentwicklung (6) positiv sei, waren die Erwartungen der Anwohner des Ostends positiv. Die Nicht-Anwohner waren bereitwilliger den Umbau zuzulassen.

Abb. 2 zeigt, dass die Leute, welche informiert sind, zu einem Projekt positiver eingestellt

How to design a scientific poster

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Note: This material serves as a guide for students in my seminars and does not claim to have general validity.



Outline

1.
The Basics

1. The Basics |

2.
17 steps

2. 17 steps to a good poster |

3.
Dos and Don'ts

3. Dos and Don'ts |

What is a poster (for)?

1. The Basics

2. 17 steps

3. Dos and Don'ts

Posters ...

- o ... are a means of communicating your research results in a **concise fashion**.
- o ... combine the advantages of a **journal paper and a presentation**:
 - o personal interaction
 - o visual stimulation
 - o ability to backtrack
 - o documentation
- o ... are a good way for **young researchers** to present their results at a conference.
- o ... are only effective if they have been **carefully planned and designed**.

What is a good poster?

1.
The Basics

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Dos and Don'ts

Attractive Design + Rigorous Research = Good Poster

The Basics

1. The Basics

2. 17 steps

3. Dos and Don'ts

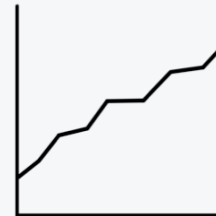
Timing

- 1 second – to catch the viewer's attention
- 15 seconds – to understand the main message
- 5 minutes – to read the whole poster



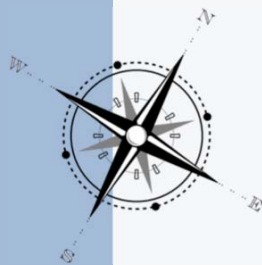
Text vs. Graphics

- prefer graphics over text
- use white space



Direction – Direction – Direction

- use organization cues to guide readers through your poster
- use headings to help readers find your main points quickly





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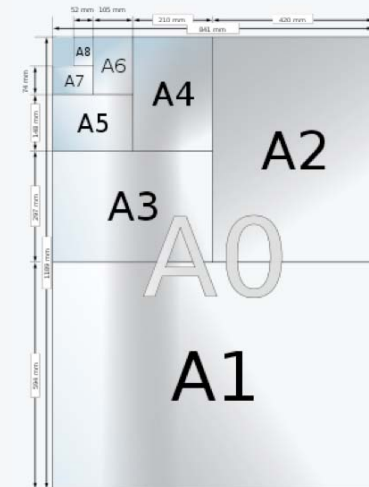
Step 1: Technical preliminaries

1. The Basics

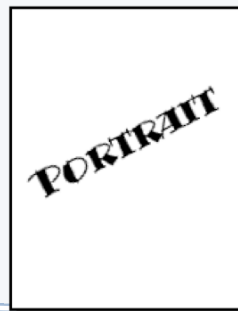
2. 17 steps

3. Dos and Don'ts

- Learn to use a professional graphics engine such as
 - Adobe Illustrator
 - Freehand
 - CorelDraw



- Check the required format and size (often DIN A0)
- Define the margins
- Decide on the page orientation: *landscape is usually easier to read!*



Step 2: Crafting a storyline

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- What is your main message?
- Why is it important? What is new about it?
- How are you going to support this message?

Do not start work on your poster unless you have all the elements of your story clearly worked out

“Need to know” principle

Only include the most relevant and striking results.

Leave out “nice to know” information.

Step 3: Structure

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The Basics

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Dos and Don'ts

- Heading
- Authors' names and affiliations

- Main part

1. Introduction

2. Research Design

3. Results

4. Conclusion

- Literature
- Acknowledgements*
- For further information*

*optional

Step 4: Contents

1.
The Basics

1. Introduction

- Relevance
- Context
- Relation to published literature
- Hypotheses (if appropriate)
- Objective(s)

2.
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3.
Dos and Don'ts

2. Research Design

- Survey design and empirical basis
- Representativeness
- Relevant variables
- Method of analysis

3. Results

- Most important and striking findings
- Preferably in graphic form
- Only a summary, no interpretation!

4. Conclusion

- Interpret and explain
- Compare to the literature
- Draw conclusions

link back

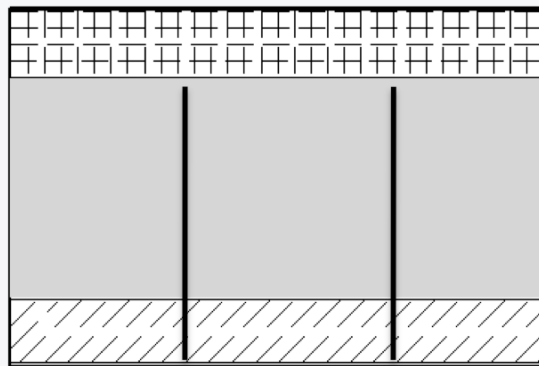
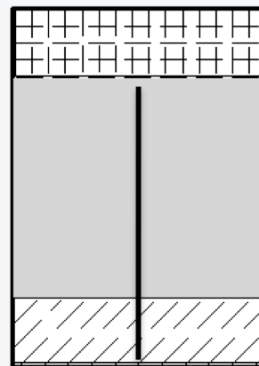
Step 5: Layout

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Dos and Don'ts

- Three columns for a landscape poster and two columns for a portrait poster are useful as a guideline
- Organise the content according to the schema below:



Title & Authors

Important information

Less important information

- Leave plenty of white space: *less is more!*

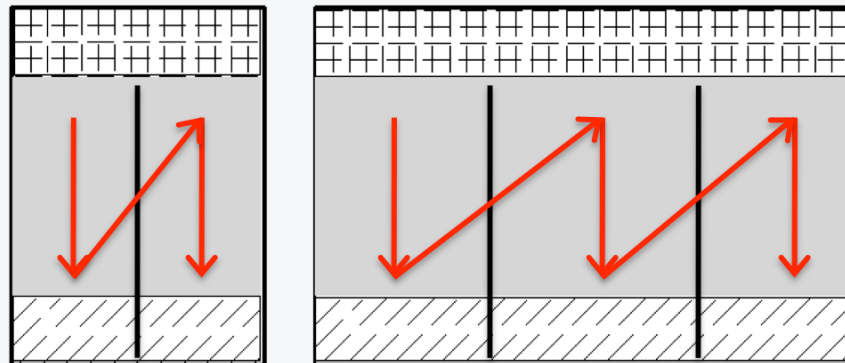
Step 6: Information flow

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Dos and Don'ts

- **use a column format** to make your poster easier to read
- **use white space creatively** to help define the flow of information
- **use "reader gravity"** which pulls the eye from top to bottom and left to right



Step 7: First sketch

1.
The Basics

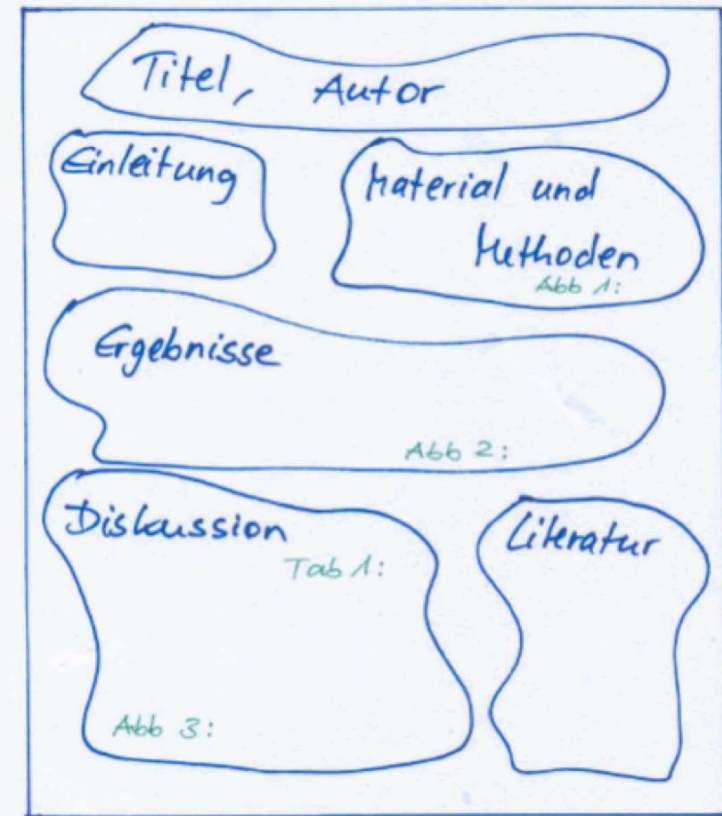
2.
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Dos and Don'ts

Having considered the first five steps, now make a first sketch for your poster.

Consider the following points:

- Which part of your storyline goes in which section?
- How much space do you allocate for each section?
- Where do you place sections to maximise readability?
- Where do you place figures and tables?



Step 8: Title and authors

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Dos and Don'ts

- Find a crisp and clear title
- Avoid hanging titles (= *title: subtitle*)

~~The elves in Middle Earth: a case study~~

- Use sentence-style capitalisation

Making great power identities in Russia
~~(Making Great Power Identities in Russia)~~

- Include all authors and their affiliations

Albus Dumbledore^δ, Alan D. Sokal^μ

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^μ Department of Mathematics, University College London, Gower Street, London, WC1E 6BT, ENGLAND; sokal@math.ucl.ac.uk

Step 9: Headings

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Dos and Don'ts

- Use a numbering system and generic headings to orient the reader

1. Relevance

2. Research Design

3. Results

...

- Use sentence-style capitalisation
- The more important the heading, the larger the font size
- Tie headings together with the corresponding text body, for example by using boxes as frames

1. Relevance

Get your viewer interested in the issue while using the absolute minimum of background information and definitions. Quickly place your issue in the context of published, primary literature ...

Step 10: Body text

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Dos and Don'ts

- Use running text sparingly. Work with bullet points wherever possible.

~~2. Research Design~~

~~First, the research design and methods need to be described briefly. This includes an explanation of the independent and dependent variables used as well as a description of the survey design. Also address the question ...~~

2. Research Design

Briefly describe research design and methods:

- Independent and dependent variables
- Survey design
- Representativeness
- Types of statistical analysis

- Keep sentences short.
- A paragraph should not have more than 50 .
- Your main sections should not have more than 700 words.
- Use the active voice.
- Stay simple. Avoid unnecessary jargon.

Step 11: Typeface

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Dos and Don'ts

- Use *italics* instead of underlining to emphasise points.
- Set line spacing to between 1 and 1.2.
- Use full justification for your running text. Use hyphenation to avoid gaps between words.
- Use a serif font like this for body text (e.g. Times New Roman)...
.. and a sans-serif font like this one for headings (e.g. Arial).

Posters are a visual medium. Do not use more than 50% of the available space for text.

Step 12: Font size

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Dos and Don'ts

- Text should be *approximately* ...

25 points for the text body,

50 points for headings,

**100 points for
the title.**

With the right font size, your poster should be easy to read when printed out on A4 paper.

Step 13: Graphics

1. The Basics

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3. Dos and Don'ts

- *Eliminate* chart junk to keep focus on data
- *Communicate* relationships rather than exact values.
- Label graphs *directly* instead of using legends.
- Use short *graph titles*



Figure 1: Caption text

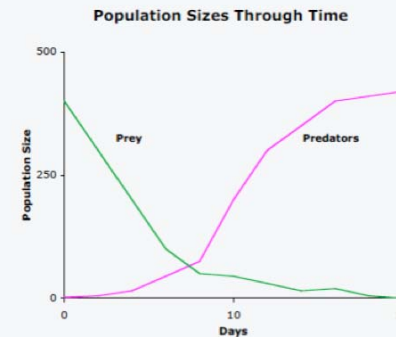


Figure 1: Caption text

- Number figures and set captions in italics.

Good graphics are simple and clean.

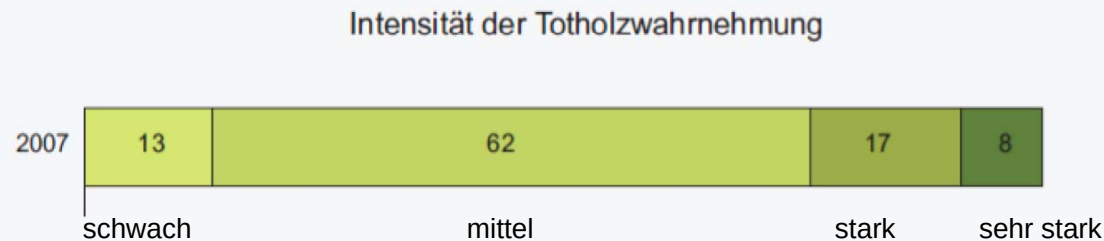
Step 14: Colours

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Dos and Don'ts

- Stick to a theme of 2 or 3 colours in order not to confuse viewers.
- If you use multiple colors, use them in a consistent scheme.



- Use colours as background to frame parts of the poster that belong together.
- Use light, matte colours instead of bright ones.



Step 15: Literature

1. The Basics

2. 17 steps

3. Dos and Don'ts

- Format your literature according to an accepted standard in your field, e.g. that used by a major journal

Müller, M. 2007. What's in a word? Problematising translation between languages. *Area* 39 (2):206-213.

———. 2008a. Reconsidering the concept of discourse in the field of critical geopolitics: towards discourse as language and practice. *Political Geography* 27 (3):322-338.

———. 2008b. Situating identities: enacting and studying Europe at a Russian elite university. *Millennium: Journal of International Studies* 37 (1):3-25.

- You may set the references in smaller size than the rest of the text.
- Try not to have more than 10 citations.
- Check the citability of your sources. Many websites are not fit for citation.

Step 16: Review

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Dos and Don'ts

- Edit all text to simplify verbiage, to reduce sentence complexity and to delete details.
- If it doesn't provide critical support for your main message, eliminate it!
- Have your colleagues or fellow students comment on a draft.

The one-minute evaluation

Give someone 60 seconds to look at the poster, then ask what they remember.

- Do they remember the main message?
- Have they overlooked a crucial aspect?

Edit! Edit! Edit ruthlessly!

Step 17: Presentation

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Dos and Don'ts

- Prepare a short one-minute walk-through of your poster for interested audience, focusing on the graphics
- Tell viewers ...
 1. the context of your problem and why it is important (*Relevance*),
 2. your objective and what you did (*Research Design*),
 3. what you discovered (*Results*),
 4. what the answer means in terms of the context (*Conclusion*).
- Dress professionally!



Material

- Print out a supply of *miniature versions* of your poster on A4 paper and put them in an envelope hung on the poster.
- Bring *business cards* to hand out to people interested.

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What you should do

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Do...

- o ... boil down your message. Make your argument crisp and punchy.
- o ... reduce poster noise! Do away with any unnecessary and distracting information.
- o If you include a photograph, add a thin gray or black border to make it more visually appealing.

Checklist: What you should avoid

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Dos and Don'ts

Do not ...

- o ... use any distracting background graphics.
- o ... write with a light colour on a dark background.
- o ... include the logos of your institution on the poster.
- o ... include an abstract on your poster.
- o ... use three-dimensional graphs unless presenting three-dimensional data.

Sources

1.
The Basics

Arbeitsstelle für Hochschuldidaktik, Universität Zürich. 2009. *Richtlinien für Posterpräsentationen in wissenschaftlichen Kontexten* [cited 2 July 2009]. Available from <http://www.afh.uzh.ch/instrumente/dossiers/MerkblattPoster.pdf>.

2.
17 steps

ETH Zürich. 2009. *Anleitung Postergestaltung* 2009 [cited 2 July 2009]. Available from http://www.wissenschaftstagung.de/de/programm/anleitung_postergestaltung.pdf

3.
Dos and Don'ts

Hess, G., K. Tosney, and L. Liegel. 2009. *Creating effective poster presentations* 2006 [cited 18 June 2009]. Available from www.ncsu.edu/project/posters/NewSite/index.html.

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Universität Würzburg. 2009. *Tipps zur Gestaltung von Poster mit wissenschaftlichen Auswertungen* 2009 [cited 2 July 2009]. Available from <http://www.rz.uni-wuerzburg.de/dienste/druck/posterdruck/postergestaltung/>.