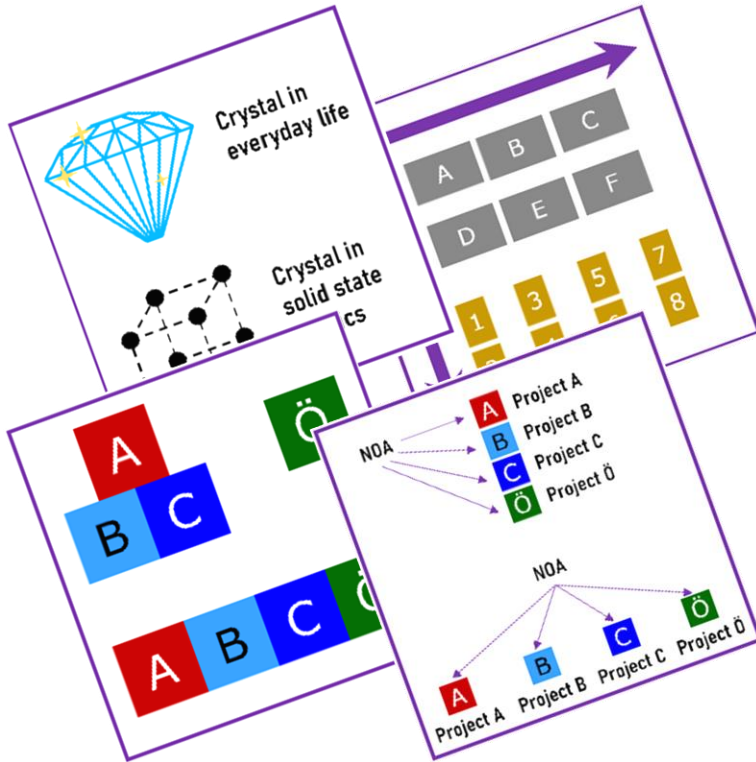


# Guidelines for Creating a Poster



## SCIENCE COMMUNICATION

From a science communication perspective, the long-term goal is to shape social progress with your research. Therefore, as a participant in NOA, you are provided funds from the DFG. But there are several good reasons to offer your results to the general public:

- “Bring topics [...] into social awareness; [...]
- Gain legitimacy and trust for research; [...]
- Convince citizens of the relevance of science and provide access to scientific sources;
- Exchange concepts and experiences; [...]
- Interest and encourage young talent.” [1, p. 8]
- Political decision-makers visit your poster (in Deutsches Optisches Museum D.O.M.) to acquire knowledge about your research.

## CONTACT

If you have questions on how to structure and design your poster get in contact with the outreach project **Ö1 – Science Communication in NOA**.

Dustin-Philipp Preissler

WG Teaching Methodology in Physics and Astronomy  
August-Bebel-Straße 4, 07743 Jena  
Room 109  
03641-9-47496  
dustin.philipp.preissler@uni-jena.de


## GET STARTED

We start with a very easy example, that gives you a first impression:


# Did you know that...?

... creating posters follows also some laws.  
We present here a short summary of the most important design tips.


**TITLE**



Meaningful and concised,  
dosed everyday language,  
questions arouse curiosity




At least more images than text



Short running text or key words

**RESULTS**



Focus on results and discussion

Formulate the conclusion in such a way that the reader also wants to read all other sections!  
Keep these things in mind to increase the attractiveness of your poster.

On the following pages you can find all the criteria that we applied on this poster.

## DESIGN



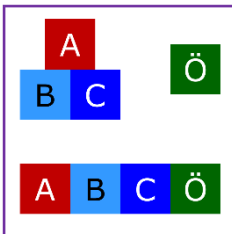
### 1. Figure-Ground-Contrast

- Text or images of particular importance should clearly stand out from the background
- Choose an appropriate font size and thickness
- Clearly separate between foreground and background (for graphics)
- Include text in a single-color box



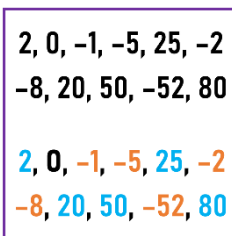
### 2. Simplicity

- Observers simplify what they perceive
- Choose simple graphics that many people interpret in the same way
- No disturbing or distracting elements
- simple font (without serifs)
- Line drawings instead of real illustrations



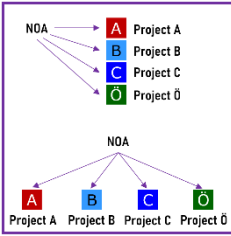
### 3. Proximity

- Close objects are perceived as belonging together
- Various grouped representations make it easier to change concepts
- Labeling with lines enhances the connection between image and text
- Use numbers or letters for enumeration
- spatially separate two different concepts



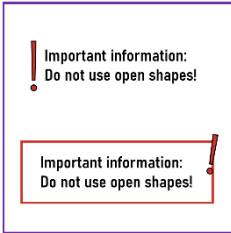
### 4. Similarity

- Styling everything in one style does not highlight any information
- Similar things belong together (same color, font thickness and size, underlining, ...)
- Use highlighting appropriately



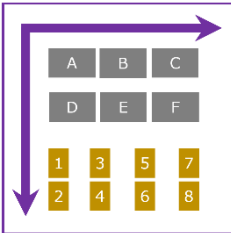
## 5. Symmetry

- The observer will try to complement asymmetrical objects to symmetrical ones (which is distracting)



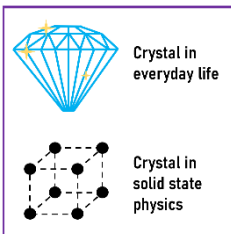
## 6. Closure

- Open shapes are completed by the observer (overline and underline will be perceived as box, a box above and below completes the poster)



## 7. Dynamics from Left to Right

- The poster will be perceived from left to right
- The same applies to the dynamics from top to bottom



## 8. Objective beliefs

- Objects with a certain function from everyday life are again associated with this function (an arrow indicates a direction, crystals as jewellery or solid state, ...)

#### References:

- [1] Dernbach, Beatrice; Kleinert, Christian; Münder, Herbert (2013): Handbuch Wissenschaftskommunikation. Wiesbaden: VS Verlag für Sozialwissenschaften.
- [2] Burkhardt, Christin; Meyer-Heydecke, Neele; Stahlberg, Nadine (2017): Das wissenschaftliche Poster. Technische Universität Hamburg. Hamburg. Online verfügbar unter [https://www2.tuhh.de/zll/wp-content/uploads/2017\\_Das\\_wissenschaftliche\\_Poster\\_website.pdf](https://www2.tuhh.de/zll/wp-content/uploads/2017_Das_wissenschaftliche_Poster_website.pdf).
- [3] Pfeifer, Peter; Lutz, Bernd; Bader, Hans Joachim (Hg.) (2002): Konkrete Fachdidaktik Chemie. Neubearb., 3. Aufl. München: Oldenbourg Schulbuchverl.
- [4] Smith-Gratto, Karen; Fisher, Mercedes M. (1999): Gestalt Theory: A Foundation for Instructional Screen Design. In: Journal of Educational Technology Systems 27 (4), S. 361–371. DOI: 10.2190/KVVE-B0EL-B0CJ-92KM.