Common Poster Problems

Quality
Clarity
Aesthetics
Quality

• Purpose statement is inaccurate
  • Purpose of the poster only
  • May state long term objectives in background

• Conclusion is inaccurate
  • Does not match results
  • Introduces new topics
  • Overstates the impact

• No advisor noted
  • Co-Author - Under the title (if shaped abstract/poster)
  • Acknowledge - bottom right
Clarity

- Do not anthropomorphize
  - Models themselves do not do anything—need to apply, use as a guide, or other indication of how will be used
- No label for Figures or Tables
- No reference *in the text* to the table or figure
- Carefully proofread content
  - Out loud helps!

The Knight and Shea framework was utilized. The search utilized PubMed and originally focused on keywords “empowerment,” “caregivers,” and “technology.” Due to limited results, the search was expanded to include the terms “empowerment” and “health literacy.”
Aesthetics

• Not consistent with the WIN template
  • Font at least 28 in text
  • Headers in red font, left justified

• Spacing and indentation is consistent

• Too wordy
  • Use bullets

• Complete sentences
  • don’t need a period at the end

• Not enough white space
  • Follow margins of columns in template

• No color
  • Perks it up