Title: 10-15 word sentence that is catchy, clear, concise and informative
Most important text on your poster to attract attention

Author names, student numbers, group number
(Department + institute you work at)

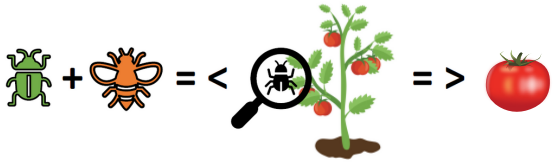
Introduction (max. 150-200 words)

Engage + interest audience:

- Background information & biological context
- Knowledge gap

Study aim

Aim + why interesting?



Create a **visually appealing abstract**, keeping the user experience in mind:

- Self-explanatory
- To the point, with plain language & supporting images
- Learn audience something new
- Use images/fonts/colours that help bring across main message
- Add something unexpected to help your poster stand out

Results (max. 200 words)

Guide reader through data analysis.
Present results that answer hypothesis.

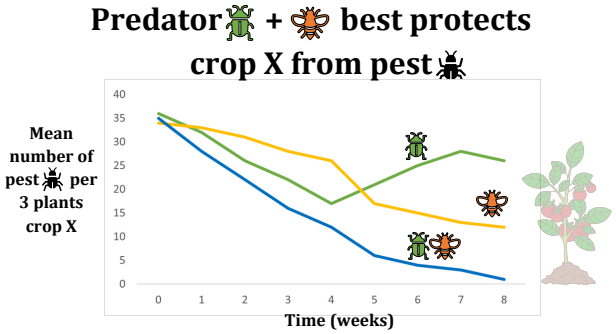


Figure 1: Use self-explanatory, visually interesting figures. You can add a figure title or legend, and simplify your figure.

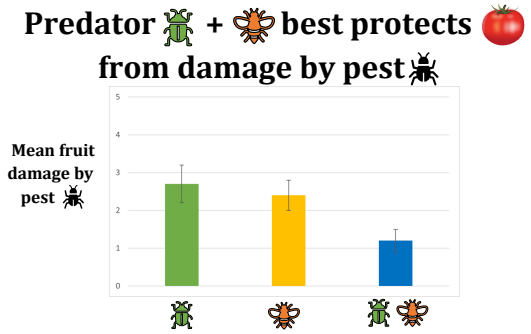
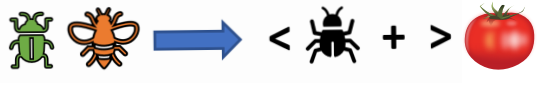


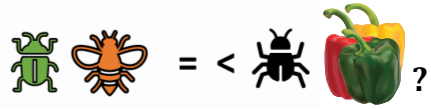
Figure 2: Refer correctly to a graph/table with the results of others[1]. For general, non-scientific images, check the copyright status

Conclusions (max. 200 words)

- Summary major findings + explanation
- Do results support hypothesis?



- Why important for scientific world/society?
- Future research options



- Avoid lengthy discussions on what went wrong

Methods (max. 100 words)

Own research = Experimental setup; new techniques within your field
Literature study = Databases + search terms

References:
1. CSE Y-N style

Further information:
www.science.ru.nl/biologyskills

This poster is way too loud (colours, images, fonts,etc.) and wordy, but textwise the correct guidelines are given

Author names, student numbers, group number
(Department + institute you work at)

Abstract

As your poster already is a summary of your research, you do not need to incorporate an abstract.

Introdution

The introduction gives you the opportunity to engage with your audience, making sure they become interested in why you started your research in the first place. However, keep it brief and try to use supporting figures (Reference: Author, year of publication).

While designing your poster, always keep the user experience in mind, so how your audience best consumes the information you want to bring across. To do so:

- minimize interaction cost
- minimize cognitive load
- maximize information scent
- trigger emotion
- Surprise and delight: don't overdo it

For your layout, make sure your poster has about 20% text, 40% figures and 40% open space and a columnar setup.

Methods

If you performed your own research, mention the experimental setup and techniques used (only if they are new within your field. Not mention standard techniques like PCR or a Western Blot, as the images in your Results section make clear you used these techniques).

If you performed a literature study, mention the literature databases and search terms you used.

Results

Table 1: Graphs are preferred over tables, as with one look, they give a good overview of your data

	mean number of pest species Y per 3 plants crop X		
week	predator A	predator B	predator A + B
0	36	34	35
1	32	33	28
2	26	31	22
3	22	28	16
4	17	26	12
5	21	17	6
6	25	15	4
7	28	13	3
8	26	12	1

Conclusion

Ensure someone gets your main message in 5 seconds and is able to fully read your poster in a few minutes.

In this case, the poster is too wordy and too loud / busy to get the main message:
Text instead of figures; too much colours; not enough open space; a weird layout; distracting images; too many different (sans serif) fonts and font sizes; a table instead of a self-explanatory chart; etc.

This poster will definitely scare people off.

Try to present your results in clear, self-explanatory charts and images instead of in text, as most people will have a look at them first before reading the text on your poster. Therefore, make sure your audience can easy understand your figures without reading the additional text. You can do so by adding a figure title and legend, and simplifying your figures.

The average amount of damaged fruit by pest Y to crop X was 2.7 (±0.4 SE) when predator A was introduced; 2.4 (±0.3 SE) with only predator B; and 1.2 (±0.2 SE) for the group treated with both predator A and B.

References:
1. CSE Y-N style

Further information:
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