

Paper PD06

When the Post(er)-Man Rings Twice – Make Your Science Sexy

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Abstract

Scientific posters are essential for communicating research findings to a broader audience. Unfortunately, their importance tends to be overlooked, and many researchers struggle to create informative and visually appealing posters. A lack in this skillset often results in hard work going unnoticed, which poses a significant loss to the scientific community. This paper presents a comprehensive guide to creating more captivating scientific posters. It provides practical tools for researchers to improve their overall presentation and design skills, including tips on layout, color schemes, and data visualization. Additionally, we review classic and modern poster designs, offering recommendations on presentation style and facilitation. Using the recommendations outlined in this paper, researchers can acquire tools to morph their posters into a dazzling work of art, capturing their Audience's attention and ensuring their research is understood and appreciated. So, when the post(er)-man rings twice, be prepared to make your science sexy!

1 Introduction - How to get the most out of this paper

Before I start, it is essential to remember that the recommendations presented in this paper are context-dependent and not absolute. While the concepts discussed here are based on the suggestions of universities and experienced professionals from the Western world, some advice may only be applicable in some parts of the world. Some are applicable for specific intentions for a poster or are dependent on the style preference of the creator of the recommendation.

For example, different languages have different reading patterns. Western languages are read from left to right, Arabic from right to left, and Chinese from top to bottom. Therefore, the natural reading pattern would differ between people who grew up with a different language, and some people would not naturally follow the often-recommended reading flow. Everything depends on the context.

Additionally, don't be discouraged or offended by the feedback of others, even if it sounds harsh. Accept it, try to comprehend what is suggested, and adapt it if needed. Some feedback is helpful, and some is not. Don't let others dismiss your design with their opinions. It should still be your creation, even after the feedback.

To ensure easy comprehension, each chapter primarily consists of one table summarizing all the information. You can read the paper from beginning to end or choose which chapters to read based on your needs.

Given the complexity of the subject matter, I have provided relevant references in this paper. Most of this paper's topics could fill a book with probable information. Therefore, I have tried to provide a practical overview of each topic to equip the reader with the information required to create a poster.

I welcome feedback and comments on this paper. I understand that there are a lot of different ideas and opinions on this topic, and I am always thrilled to receive additional information, input, or criticism. 😊

2 General Concepts

2.1 Principles of Effective Communication

For the beginning, we need to talk about communication rules. Some basic concepts should be followed to ensure understanding in any creative process.

In Doumont's "The Three Laws of Professional Communication" [6], we can find communication rules that can be applied to scientific poster design. It contains four rules which should be sufficient to create a poster. For more information, I encourage you to consult the paper. (There, you can also find out why the paper is called "The Three Laws of Professional Communication" since it really contains four laws.)

Table 1: The Four Rules of Effective Communication

Purpose	Before creating anything, think about what you want to achieve with your design. Is the poster a means for networking? Is it to educate? Or maybe something else? The intention behind a design can drastically change what is appropriate or possible.
Audience	Always keep your audience in mind. They may come from different backgrounds with different knowledge. Depending on what you do, some may not understand your concept or will not have the necessary information to understand you. Adapt to your audience if it serves your purpose. Be smart; don't just sound smart.
Noise	Every element on your poster should serve a purpose. Eliminate distractions that divert them from your message. Balance aesthetic appeal and informative content. As a guiding thought: The audience should leave with an impression of your topic, not just admiration for the design. The design is a tool to let your audience engage.
Redundancies	Repetition can serve as an anchor for key points. Use this tool sparingly. Emphasize crucial information, perhaps through visual aids like charts, and reiterate its importance in sections like the conclusion.

Source: [6]

2.2 Time Pressure

Outside of the four rules of professional communication, there is something you should also think about while creating. How much time does your audience have to look at your poster? This affects your possibilities, maybe the most.

Table 2: Time and its Consequences

Grabber	How much time do you have to grab the audience's attention? Depending on each person, you have less than a minute. Your audience will scan your poster and categorize it as "Yay" or "Nay". Some papers even suggest that your audience makes this decision in 5 milliseconds. You need to have something interesting. At least a catchy title.
Amount of Time	It's crucial to remember that your audience has limited time to read your poster, even after you have managed to grab their attention. The time depends on the style of the conference, but a general recommendation is that in just five minutes, readers should be able to grasp your message. It's important to remember that people will only invest more time if they are curious. The issue of attention span is widely discussed: TED talks - often limited to around 18 minutes - are an example of how important it is to think about it.
Creativity	Being creative is a good thing. It creates interest, but it takes time to understand unusual layouts. Here, we are approaching the difficult part of balancing time-convenient layouts with catchy designs.

Sources: [7] [5] [11]

2.3 Let us go deeper into your Purpose

The most critical aspect of creating content is clearly understanding what you want to achieve with your design. There are multiple reasons for creating a poster, with maybe the most straightforward being to show other people your science. However, numerous other reasons can influence your output or your creation process. It is always important to remember these reasons, as sometimes you need to tweak your poster design in a specific manor that better fits your purpose. For example, if you want feedback about your research, your poster should be more detailed and suited to a knowledgeable audience. If you want to promote your research, you can simplify your poster so that people outside your field understand it. The following table contains a few examples, but if you want to be sure about your design, think about them yourself. The reasons don't need to be great, but you will have an easier time creating by being clear about what you want to achieve.

Table 3: What is your Purpose?

Visibility	Your research is beneficial and should be advertised for the public interest. Few seem to have read the paper, and you want an additional platform to spread the knowledge.
Networking	You want to engage with others, and your scientific poster serves as an icebreaker, inviting conversations, collaborations, and connections with peers and experts in the field.
Education	You want to educate others, and your poster is an excellent tool as it breaks down complex ideas into digestible formats suitable for students or the general public.
Feedback	You are presenting preliminary or ongoing research in your poster to receive constructive feedback, suggestions, or new perspectives from colleagues, potentially guiding future work.
Training	You want to exercise your communication skills and enhance your ability to present scientific concepts.
Funding	You seek financial support and want to advertise your research to find additional supporters.

Creating a constructive poster can be done for any reason, but to reiterate, it's crucial to be aware of how your intentions may influence how your poster is perceived. It's also important to remember that you may receive positive and negative feedback for your creation for your reasons. You may receive feedback from people telling you your poster has too much text. However, it could be that your poster is intended for a particular audience, and you want to provide them with a lot of information to obtain their feedback. Then, having a lot of text might be appropriate if the conference's structure allows for more time.

Everything is about context!

2.4 How to Start

It is never easy to start something new. Brainstorming and creating a first draft or template are often undervalued. To find something interesting, you need to use time and resources. For a poster, one of the best ways to do it is to create a hand-drawn sketch. You can also create a mind map summarizing the steps in an overview with your ideas for each part, either by using pen and paper, specialized software, or if you have an affinity for programming, [mermaid](#).

Table 4: How to start?

Define Purpose	You should start by outlining a clear purpose for your poster. While this can evolve as your design progresses, having a foundational goal ensures consistency throughout the development process.
Choose Layout	Begin with one of the fundamental layouts if you're unsure of the design direction. While innovation is encouraged, always prioritize the audience's ease of comprehension. The poster should intuitively guide viewers through its content, ensuring a logical flow. If the flow is not intuitively clear, add numbers or arrows to guide the viewer's path.
Create Sketch	A hand-drawn sketch can be a valuable preliminary tool. Sketch out your ideas on paper, noting the intended reading flow. Get feedback to gauge your proposed layout's effectiveness and clarity.

Where do I get Templates?

Powerpoint: [Posternerd](#); [Posterpresentaion](#); [Genigraphics](#)

Latex: [Overleaf](#); [Latextemplates](#);

Where do I get Examples?

[Lexjansen](#); [Undergraduate Research Center](#); [NC State University](#); [AIESEP](#)

2.5 Layout

Table 5: What about the General Layout?

Poster Size	Find out the size required for the conference before creating something. The sizes can vary, and it takes time to adjust, which can be avoided by using the correct size.
Headings	To make it easier for the audience to identify different sections of your poster, you can use clear headings, color, boxes, bold text, or ample whitespace.
Negative Space	Allow sufficient space around your text and sections. This is also called "Negative Space" or "Breathing space". If there is not enough Negative Space on the poster, it will feel crowded and overwhelming.
Distribution	It is important to consider the proportion of text, figures, and negative space in your poster. A good recommendation is to use approximately 20% text, 40% figures, and 40% negative space. Note that this recommendation is dependent on your layout and intended purpose.. The key takeaway is to avoid using too much text and to aim for a balanced composition.
Contrast	Make sure your text contrasts well with the background. Typically, dark text on light backgrounds is more legible. It is often recommended to use a white background.
Alignment	Remember to maintain consistent section heights for your poster. Otherwise, it appears unstructured.

Sources: [12] [1]

2.5.1 Classical or Modern

In this section, you can view two types of poster designs: classical and modern. The classical poster design has a pre-existing layout, which has been evaluated. If you're feeling adventurous, you can create a billboard poster known as Poster 2.0. Many tips and techniques used in classical poster design can also be applied to a billboard poster, so there's no need to worry. The knowledge you gain can be used in classical and modern designs. If you want to learn more about the billboard poster type, you can look at Mike Morrison [X-account](#).

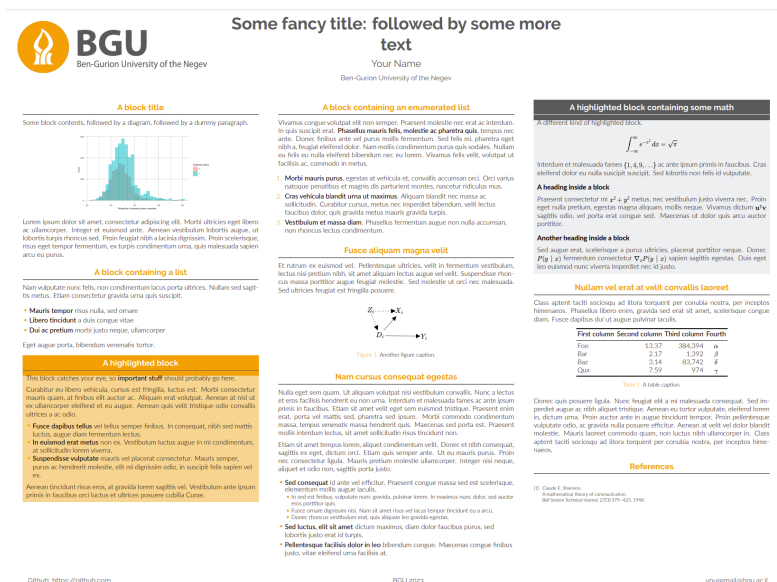


Figure 1: Classical poster design; You can find other combinations of column styles in [8]
Source: Doron Cohen - <https://www.overleaf.com/latex/templates/bgu-poster-template/wjcpdmrspdzt>

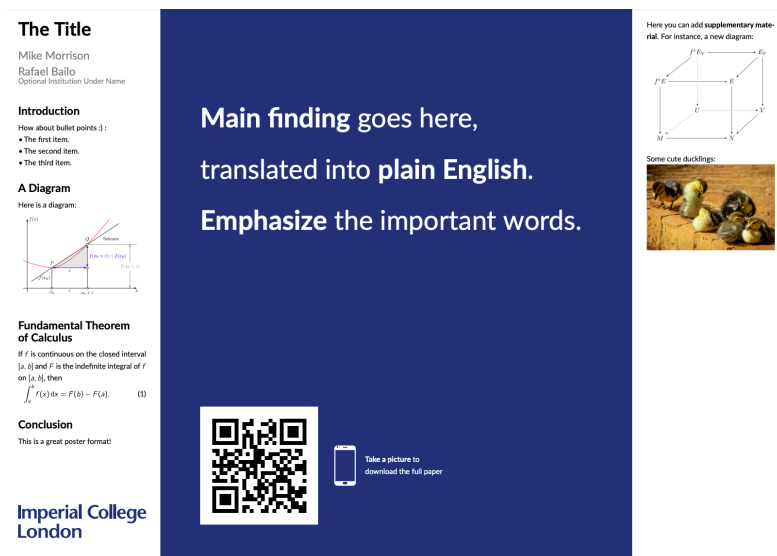


Figure 2: Modern billboard poster; Mike Morrison created the billboard style to make posters more accessible. The poster is divided into three columns. The left column contains information people can read without talking to the presenter. The middle column is the space for the main takeaways and a QR code that links to the presenter's paper. Finally, the right column is for notes that the presenter can use during discussions with interested parties. Source: Rafael Bailo- <https://www.overleaf.com/latex/templates/better-poster-latex-template/gmkjvqxqbyyt>

2.6 Structure

A clear structure is crucial to ensure your scientific poster is easy to understand. In the following table, you can see a breakdown of the primary components that should be included. While following this structure is recommended as it is widely recognized, you may omit sections that do not serve your purpose. However, always consider the balance between being understandable and being innovative.

Table 6: Structure and Descriptions

Title	The title of your poster is one of the most important aspects. It serves as a summary, and even people who only read the title should be able to gain something from it. You can also use a thought-provoking question to spark a discussion if you don't have a straightforward conclusion. However, remember that the title is the main hook for your design and should be attention-grabbing to attract the audience. The classical, long, detailed titles for papers do not suit a scientific poster. For a little support, you can look at a handout from Center for Writing or ask a Large Language Model for help to get ideas.
Introduction	Introduce the research theme. This is not the place for an abstract from your paper. In a way, your whole poster is an abstract of your research, and often, people do not read text blocks. Be brief, and maybe use bullet points.
Methods	Traditionally, this section delineates the research methods, ensuring clarity. Some designs omit this to reference the whole paper in a link.
Results	Showcase the outcomes of the research. Use visual tools like graphs, charts, and tables to represent your results easily. Do not overwhelm your reader, and use easy-to-understand graphics.
Conclusion	Recapitulate the primary findings and propose potential avenues for subsequent research. This is kind of a longer version of your title.
References	Detail all cited relevant works.
Acknowledgments	Express gratitude to individuals or entities contributing to the research.
Contact	Add your contacts for further engagement by allowing attendees to contact you, fostering potential collaborations or discussions.

Sources: [12] [1]

2.7 Color

The next step is to consider what color theme your poster should have. There are multiple ways to do that, but it is a good idea not to be too colorful. If you create too much noise with a diverse color scheme, people can be distracted from the content you want to convey. Adjust the color of your pictures and charts to suit your preferred theme. For more input, you need to have a look at Color Theory.

Table 7: What about the Color?

How many	Around 2 to 3 colors. Less makes the poster dry, and more can make it chaotic.
Color tone	Most of the time, cool tones are recommended.
Color blind	When creating posters, consider colorblind individuals. Avoid using certain color combinations to convey important information as it may not be helpful for them. Use Colblindor to view your work as a person with color blindness and you can refer to this article to choose colors that are easy to distinguish for everyone.

Sources: [9] [13] [12]

Where do I get color scheme suggestions?

[Posternerd](#) basic selection; [animateyour.science](#) general overview for creation; Ask your Employer.

2.8 Text

Text is a crucial element in creating a poster. However, relying solely on text to convey your message is not advisable. Sometimes, people tend to include their abstract in the introduction section, which could be a viable option depending on the goals of the poster and the cost-benefit factor. But remember that most people avoid reading large blocks of text at an event. Therefore, it is recommended to shorten the abstract or rewrite it in bullet points. You can use a Large Language Model to rewrite your abstract, but be sure to review the output for accuracy.

Table 8: What about Text?

Brevity	The essence of poster presentations is clarity. Aim for less than 250 words for poster summaries, trimming unnecessary details without losing core information. All in all, the word count should not exceed 500 words (without references). Think about the around 5-minute reading time, but also think about the context of your poster. Maybe you need to disregard this recommendation to achieve your goal.
Format	You should consider using short passages or bullet points. Long texts are hard to skim through, and people often don't read them completely. Make adjustments according to your purpose.
Clarity	Avoid excessive jargon or technical terms unless they are integral to your research verbiage. Always consider the diverse backgrounds of your audience.

Sources: [13] [8]

Table 9: What about Fonts and Text-layout?

Text Alignment	Left-aligned text prevents gaps between words and ensures better readability. You can reserve centered text for titles or section headers.
Font Style	To improve readability from a distance, it's recommended to use sans serif fonts. The science behind font styles is vast, and if you want to learn more, you can have a look at the paper " The science behind fonts ".
Font Consistency	You should keep heading sizes consistent for text of the same importance.
Case Sensitivity	All UPPER CASE can hinder readability. Avoid using it.
Emphasizing	Utilize boldface, italics, or combinations for emphasizing words and phrases. But do not change your emphasis strategy throughout your poster.
Line Spacing	Maintain a consistent line spacing of 1.2 to 1.5 to enhance readability, as overcrowding makes the text difficult to read.

Sources: [13] [1]

The font size strongly depends on the concept and layout of the poster. The following two tables can be used as a rough example. The Undergraduate Research Center suggests them, and they are only provided as a general guide. Don't just copy these, but look at your poster and see if the sizes are appealing to the eye in your concept:

Table 10: Text Size Recommendations

Title	85pt
Authors	56pt
Sub-headings	36pt
Body text	24pt – 34pt
Captions	18pt

Source: [5]

Table 11: Distance Relation for Readability

2 m	30 pt
3 m	48 pt
4 m	60 pt
5 m	72 pt

Source: [5]

2.9 Pictures

Table 12: What about Pictures?

Image Relevance	Images are a great thing to beautify your creations. It is not bad to use pictures, but You need to be careful, as they can strongly distract your audience. Let them serve a purpose to convey information and avoid them if they only look appealing. Otherwise, people will remember your picture but not your main topic.
High Resolution	Whenever possible, use vector graphics. Otherwise, ensure a high resolution for a picture.
Consistent	Ensure that images, charts, and graphs have a consistent visual style. This cohesion ensures a professional and harmonious appearance.
Size and Scaling	Adjust images to an appropriate size so they're clear without overwhelming other content. Ensure uniform scaling to prevent distortion.
Copyright	Ensure you have the rights to use all images. If borrowing or adapting, credit sources appropriately and ensure you've obtained the necessary permissions.

2.10 Graphs

Table 13: What about Graphs?

High Resolution	Always prefer vector formats for graphs to ensure scalability without quality loss. If that's not feasible, graphs should be high resolution.
Consistency	Maintain a consistent graph style, whether in color schemes, legends, or types of graphs used.
Labeling	All axes should be distinctly labeled, and any units of measurement specified. Legends must be clear and placed not to clutter the main graph area.
Captions	Each graph should have a brief caption that explains its significance. When necessary, provide a short context or a description to guide interpretation.
Minimalistic	Avoid unnecessary gridlines, labels, or decorations that don't add value. A clutter-free graph is more understandable.
Data Integrity	Ensure that the graph accurately represents the data without distortions or misleading scales.
Color Choices	Use colors strategically. Colors should be distinguishable, and if there's a sequence or gradation, use color gradients that are easily discernible. Ensure accessibility by checking color contrast and avoiding problematic color combinations for color-blind individuals. (see color chapter)
Highlighting	You can highlight fundamental values to ensure fast recognition for your audience.

Sources: [2] [10] [3]

Where do I get graph suggestions?

[Data to Viz](#) Beautiful selection of possible graphs with R and Python Code;

[Storytelling with Data](#) Great resource for grasping the general concept of how to make good graphs;

[Ten Simple Rules for Better Figures](#) If you are a rule person

2.11 Review Process

The reviewing process is crucial in creating something great. Rarely is anything created entirely by one person, and it's important to involve others as they can offer a fresh perspective.

If you need a review process checklist, refer to the one created by the [University of Missouri](#). This is a good way to avoid forgetting important steps.

Table 14: What about Review?

Peer Review	Share your poster with colleagues and experts. They can offer insights, identify errors, and give constructive criticism.
Public Display	Print a draft and pin it in a communal area. Allow viewers to write feedback directly on the poster.
Feedback Loop	Continual feedback is key to refinement. Iterate based on the input received throughout the creation process.
Create Distance	After designing, take a break before reviewing. A fresh perspective can help you spot overlooked areas of confusion.
Professionalism	Receiving feedback is essential to improving oneself. Criticism, when given constructively, can lead you to excellence. Stay open-minded and welcome feedback, even if it's difficult to hear. Sometimes, people struggle to express criticism positively but don't take it personally. Instead, take it as an opportunity to identify areas of improvement and use what is useful to enhance your work.
Technical Check	Ensure visuals are accurate. Check resolution, color consistency, and alignment of all elements.
Practice	Practice presenting your poster. It can help refine the poster and prepare you for the actual presentation.

Sources: [4] [2]

2.12 Presentation

It's crucial not to underestimate the importance of a poster presentation. Your spoken words may not sound the same as they do in your head. Therefore, it's vital to take the time to craft your presentation carefully. Your poster should be able to convey its message without a narrator, but it should be even more effective when presented by someone who can explain it well.

Table 15: What about the Presentation?

Walkthrough	Go through your poster step by step and explain what can be seen. Don't read it to your audience! Explain it! The poster is an aid and a summary of your work. You should know what its contents are.
Storytelling	Humans are naturally inclined to like stories with a clear-cut message, something like a fairy tale. That's why "Storytelling" is the buzzword often used today as a means to perk up a presentation. If you are interested, you can find a lot of material about this topic. To begin with, you could take a look at an article from Presentation Geek .
Practice	Practice your poster presentation. Creating a 0.5, 2, and 5-minute tour of your poster can help you cater to different interest groups.
Handout	You can create a handout for your viewers, but a more modern approach is to include a QR code on your poster that links to an online resource.
Quirks	Adding something extra to your design is always interesting, like solving a puzzle or looking for an Easter egg to discover. However, it's important to remember that these extras should not be necessary to bring across your main message. They should be there to engage with your audience and leave a lasting impression.

Sources: [12]

2.13 Programs

What Programs can I use for a Layout? There are a lot of potential programs you could use to create a poster. If your education origin is from design, you may have learned [Canva](#), but in the natural science community, this is rarely used. PowerPoint would be most common, and most of the templates you find are based on it. It does not matter which software you use; I would stick to the one you're accustomed to. (But I would always recommend the programming solution as a programmer. Especially in combination with a Large Language Model.)

PowerPoint	PowerPoint is widely accessible and intuitive for beginners, and many free templates are available. It is the number one choice for most people, as nearly everyone learns it at some point. If you do not have a license, you can also try the open source libre office alternative Impress .
Prezi	Prezi is one of the other alternatives to PowerPoint. It can be used entirely in the browser and offers a lot of templates. It is a perfect choice if you need to present a poster online. While presenting, it focuses on zooming in and out of a big picture, which fits well to a poster presentation.
L^AT_EX	If you want to create high-quality text output, L ^A T _E X is the number one choice as a programmer. You have precise control over your design and can easily manipulate your code through an AI. If you use the online latex editor Overleaf , you can avoid a lot of headaches with installation. Nevertheless, it is a programming language and takes time to learn. (But with an AI tool, you can create a lot of stuff with less knowledge.)

What Programs can I use for Pictures? For picture manipulation, I would recommend Inkscape and GIMP. There are other programs like the [Adobe Illustrator](#) or [CorelDraw](#) but as they cost additional money I would avoid them. You will rarely use the software, and Inkscape and Gimp have enough options to post-process your pictures and graphs.

Inkscape	If you want to add little things to your Graphs and create vector graphics, you can use Inkscape . You will need some learning time, but it is the easiest and most cost-effective solution for small changes.
GIMP	For a more complex but highly diverse open source photo manipulation, you can use GIMP . It is not for vector graphics, but it is a good choice if you need to photo manipulate a picture. Be careful with the resolution.

What Programs can I use for Graphs? Graphs are essential for an easy overview of data. A good tool to create them is essential, and there is a lot of specialized software. Some may have learned [GraphPad Prism](#), [SPSS](#) or [Origin](#) at university, but I can strongly emphasize using a programming language. If you want to avoid programming, you can use Excel. It is widely used in other fields and offers a lot of support. Graphical Interface statistic software may be easier to use initially, but it can never match a programming language's reproducibility and ease in sharing. You will hate learning the programming language at first, but it will pay off in the long run.

R	R is a specialized statistical programming language. With the use of the ggplot2 library, it offers the highest standard you can get. Here you can find a complete open-source book about ggplot2.
Python	Python is the choice of many Data Scientists. It is a highly versatile programming language with many possibilities. A lot of free material is available online about data visualization with Python (Free books on GitHub). If you sometimes also want to do something outside of statistics, Python is your friend.
Excel	Excel is the software we normally learn first. With little data and little need for shareability, Excel is sufficient for most of your tasks.

3 Summary

The art of poster design can be complex in its simplicity. There are some basic rules to consider, but outside of them, there is a lot of possibility for being creative. There is never one way to do something; an audience will also like new experiences. Gather feedback and refine it. Don't be disheartened by critiques; mastery comes with practice and iteration.

I hope you enjoyed your time reading this paper. Feel free to contact me if you have any questions or would like to discuss posters further.

Next time the post(er)man comes, you have many tools to be sexy! 😊

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