

# Attention Catching Visual Design is Key for Academic Conference Posters

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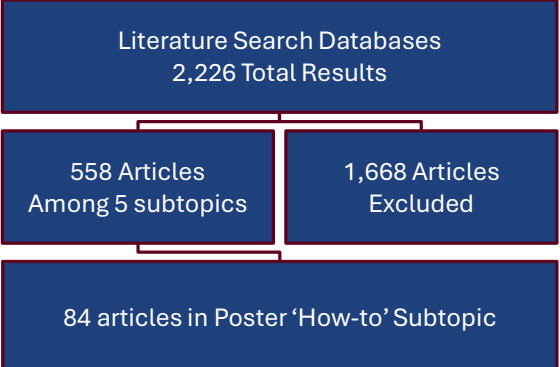
### Introduction

- Posters presentations are mainstay at academic conferences <sup>1</sup>
- Posters can vary by discipline <sup>2</sup>
  - But many attributes are common

### Objective

- We aimed to summarize literature on various experts' perspectives of what makes a quality academic poster

### Methods



\*LitSearch Details at QR-code 🖱️

- Followed by Thematic Analysis (with inductive coding)



# Posters are *visual communication tools*, but need *grounding in Science* for building knowledge



Scan QR-code for Poster Literature Search Details & Other Results

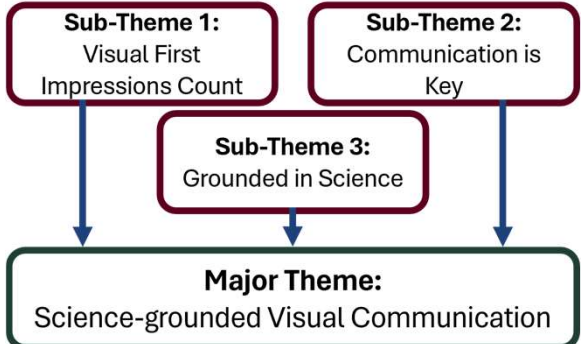


### Results

- Articles by year and discipline at QR-code
- Twelve unique codes were identified



- One major theme and 3 sub-themes were developed



### References

1. Rowe N. *Academic & Scientific Poster Presentation*. Switzerland: Springer; 2017.
2. D'Angelo L. Academic posters across disciplines: a preliminary study. *Language studies working papers*. 2011;3:15-28.