

Guidelines for Infographic Posters

14th North-American Regional Meeting of the ISAE

1-2 May 2020, UC Davis

General information:

Infographic poster dimensions: max width: 42", max height: 60"

Include a picture of the presenting author on the infographic poster

Use an infographic approach, for an introduction to this style, see Infographic Design Basics by Shannon Brown on the ISAE website for this meeting

Criteria for undergraduate and graduate student competition (100 points total):

1. Infographic Design: 35 points

- *Traditional poster design (-35 points)*
- Few or no full sentences (10 points)
- Good use of white/blank space, elements are not crowded (5 points)
- Visually appealing color scheme (5 points)
- Legible with large fonts and color contrast (5 points)
- Logical flow of ideas (5 points)
- Objective and take-home message is immediately evident (5 points)

2. Graphics: 20 points

- Creative use of visual aids that add meaning (5 points)
- High-quality, sharp visuals (5 points)
- Repetition of elements, including title formats, graphics, shapes (5 points)
- Easy to understand with minimal text (5 points)

3. Scientific content: 25 points

- Conclusion is valid and supported by data presented (10 points)
- Significance of subject matter is clear (5 points)
- No factual errors (5 points)
- Plain language – no jargon or acronyms (5 points)

4. Presentation when judge visits student poster: 20 points

- Engaging prepared narration of 1-2 min (5 points)
- Succinct, clear answers to judge questions (5 points)
- Strong command of subject (5 points)
- Recognizes limits of study (5 points)

Bonus: catchy, clever, clear titles! The Triple C!