

Presenting your Scientific Research - Poster Criteria

An assessment tool based on principles and criteria outline by Garr Reynolds in [Presentation Zen](#).

Category	Criteria for an excellent poster
Restraint <i>Shibumi</i> (渋味)	<ul style="list-style-type: none"> ● Everything on the poster is essential (no noise) ● Practices brevity - only necessary words on the poster ● There is one main takeaway - a clear indication of learning goal ● Leaves the spectator craving more (80% full)
Simplicity <i>Kanso</i> (簡素)	<ul style="list-style-type: none"> ● Illustrations are clean and uncluttered - white space is used well, charts (if any) are clear and simple ● Grabs attention with single words or short phrases ● Everything is “as simple as it can be but not simpler” (Einstein)
Naturalness <i>Shizen</i> (自然)	<ul style="list-style-type: none"> ● The poster conveys personal investment - enthusiasm, confidence, engagement ● The poster readily hooks its target audience (peer instructors)
Visual Design	<ul style="list-style-type: none"> ● Several elements are evident: <ul style="list-style-type: none"> ○ Contrast - colors, shapes, content ○ Alignment and proximity ○ Consistency and repetition ● Text is legible ● The overall impression is subtle, graceful, elegant
Content	<ul style="list-style-type: none"> ● Makes use of a story ● Includes one or more concrete examples ● Appeals to emotions
Delivery	<ul style="list-style-type: none"> ● Presentation of the poster is succinct, well-paced ● Presentation engages with all elements of the poster ● Voice is expressive, loud, and clear

For more on this topic, see Reynolds, G. (2011). *Presentation Zen: Simple Ideas on Presentation Design and Delivery* (2nd Ed.). Berkeley, CA: New Riders.