

POSTER DESIGN: THE BASICS

Presented by:
Undergraduate Research Program
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Getting Started

A poster should be visually simple, yet highly informative

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Research Question

What are the impacts of overseas short-term medical missions (STMMs)?

Introduction

STMMs are one to two week programs that send a group of volunteers to a third world community to provide medical services. Participation of college students across Western nations has significantly increased. Due to the fast growing rate of programs, it is important to understand the impacts they have. Currently, there is no standard rating system to assess STMM organizations. My research attempts to assess different STMM organizations through a matrix.

Methodology

- Data was collected through internet evaluation
- I used five topics that I found most important to a STMM as categories: Sustainability, Volunteer Training, Holistic Approach, Duration, and Partnership
- Information was used to create a matrix:
 - A total of 20 questions were asked
 - Ranked as -1, 0, 1. Questions were designed so saying No to one would be earn a -1. A category rated 0 was not used in the total assessment index
 - Category indexes were created by adding up all the ratings per category. The median score was the total sum of the category indexes divided by the number of



Results

	Unite for Sight	Global Medical Brigades	Operation Smile	Smile Train
Volunteer :	2	0	-2	2
Sustainability:	4	-2	4	3
Partnership:	2	-3	3	3
Holistic:	2	-1	3	1
Duration:	2	-1	2	-1
Total Score:	12	-7	12	8
Median:	.67	-.044	.6	.57

Table 1: Evaluation Score of 4 STMMs



A-Global Medical Brigades B-Smile Train
C-Operation Smile D-Unite for Sight

Findings

- Global Medical Brigades had the lowest mean score, while the other three organizations rated relatively close to each other, with Operation Smile receiving the highest score.
- It was surprising how closely the three top organizations rated compared to each other, and how low GMB rated on sustainability and partnership
- All four of the organizations did not have any language competency training for the volunteers and also did not consult with a local healer / spiritual leader.

Discussion

Benefits:

- Prevention of further sickness or death caused by treatable illnesses

Concerns

- Untrained volunteers, lack of training for local health care workers, little follow-up care, and inadequate partnership with host country's healthcare professionals

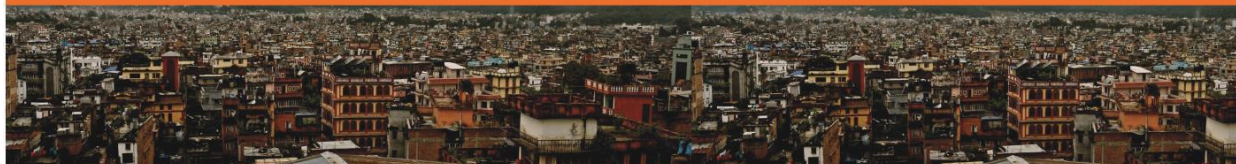
Cost Benefit

- Current set-up is more harmful than good.
- Creating a program that works with local health care professionals, establishes sustainable practices, and abides by medical ethic standards when untrained volunteers are involved
- Unite for Sight offers free online educational classes, which covers topics such as Health Education and Community Development, that can help prepare volunteers for their mission

Future Research

- Develop a more in-depth and comprehensive survey
- Interview participants, volunteers, and staff using tailored questionnaires
- Compile in-depth case studies
- Create a "STMM checker" online database similar to Charity Navigator

Photocredit for above photos to Global Brigades Website and Dena Seabrook's picture of Nepal as seen below.

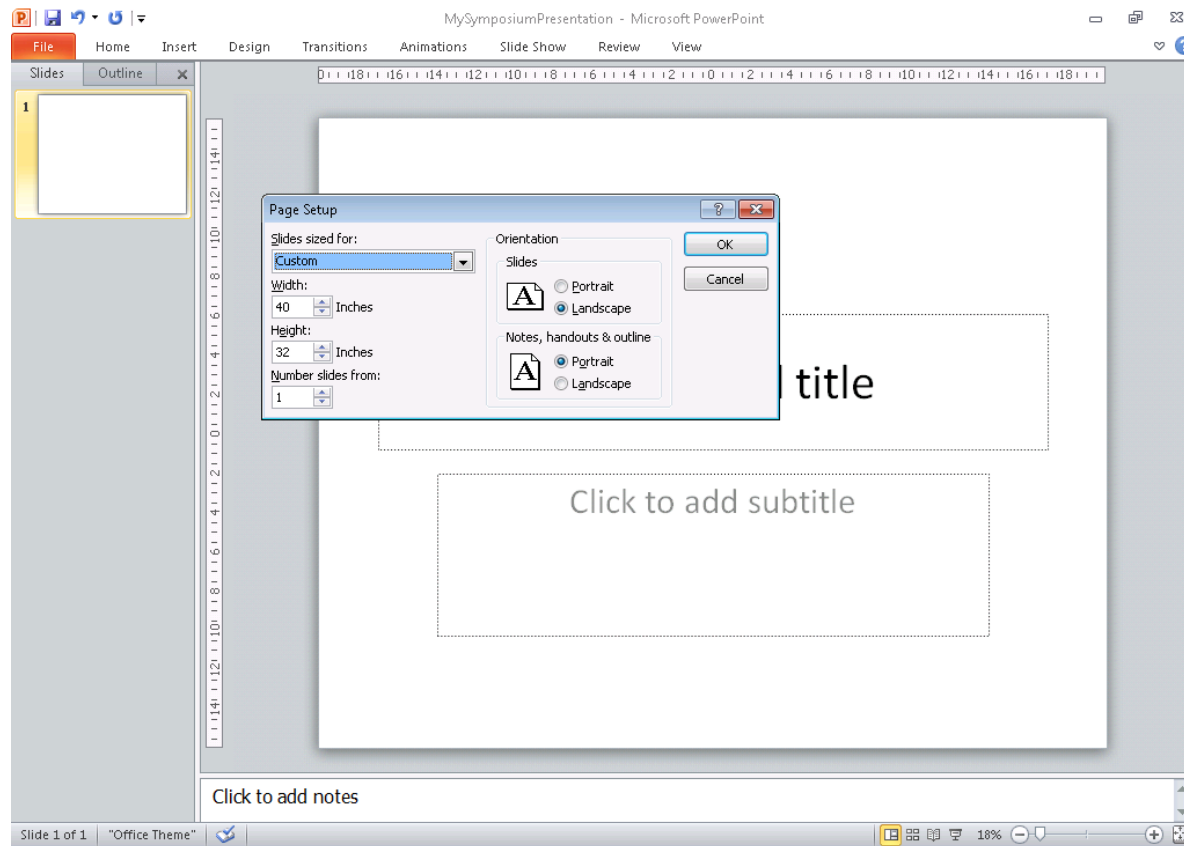


Programs for Poster Design

- **MS PowerPoint (most popular)**
- **Impress (Open Office version)**
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- LaTeX (mostly for Linux users)
- Paper, scissors & glue stick

First Steps for PowerPoint

- 1) Open a New Presentation (ppt)
- 2) Change page size to poster size (40" wide x 32" tall for the Undergraduate Research Symposium)



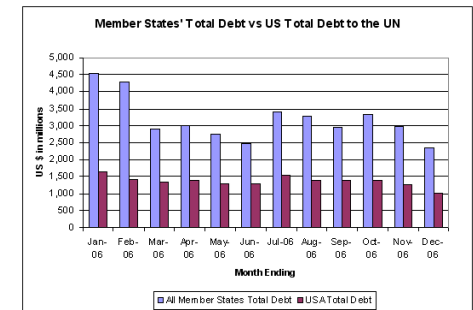
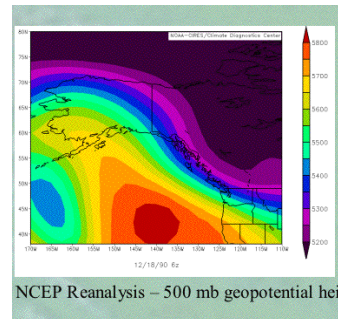
Poster Elements

Words

- Title
- Section headings
- Captions
- Body Text

Graphics

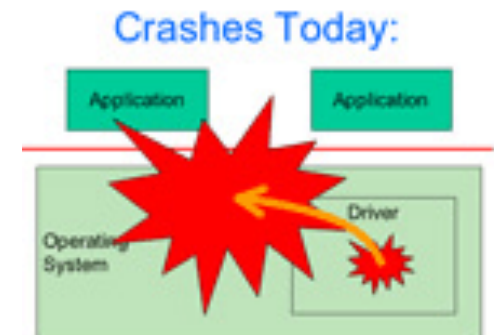
Charts and Graphs



Photos



Illustrations

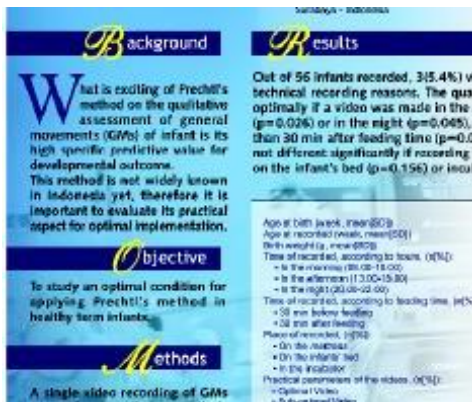
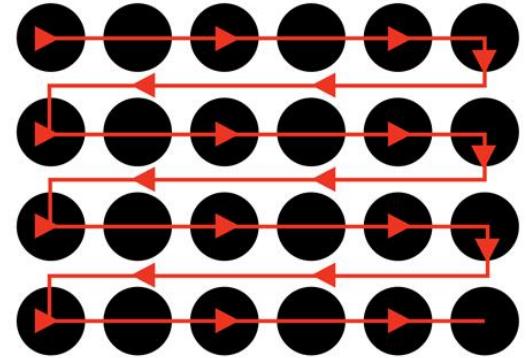


Borders

Backgrounds

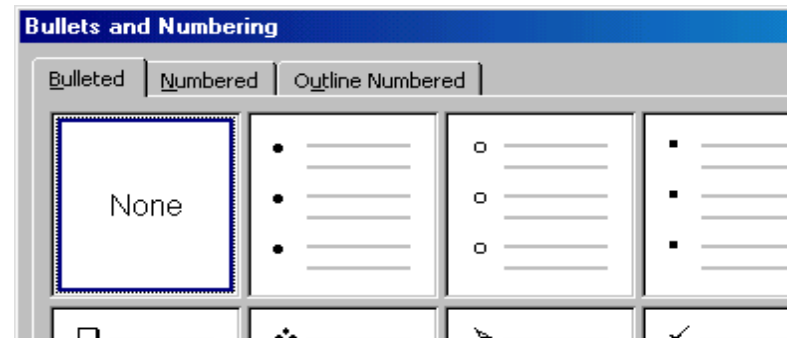
Layout

Present information the way you would normally read — left to right, top to bottom



Use columns and line breaks to divide the poster into smaller sections

Use bullets instead of long paragraphs to summarize information



Layout

Experiment with the different program features:

- Creating text boxes
- Adding images (use insert, not copy paste)
- Adding graphs (use insert, not copy paste)
- Adding tables (insert or create your own)
- Background, etc.

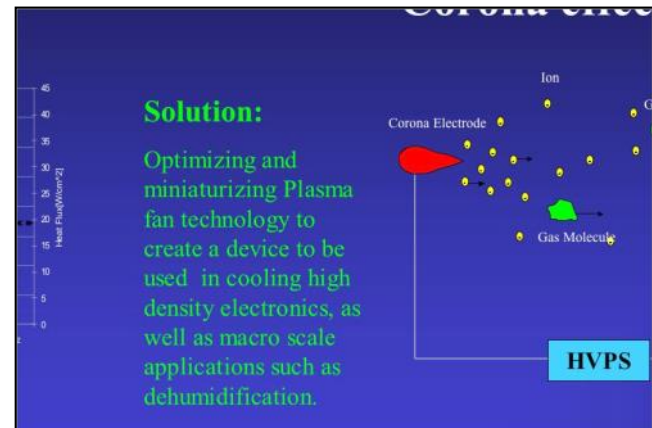
Fonts

Limit the number of fonts in your poster in order to create consistency and unity.



Sans-serif (e.g., Arial, Futura, Verdana) for titles, headings, graphics

Serif (e.g., Times New Roman, Garamond, Footlight MT Light) for text



Fonts

Someone standing 3-4 feet away should be able to read everything on your poster

- Title: 72-point

- Section Headings: 40-point

- Body Text: 28-point

- Captions: 24-point

Images

Poster content should be 60 percent images, 40 percent text

A picture is worth a 1,000 words. Use graphs, charts, tables and photos to summarize and present data

Use quotes to illustrate a theme

Don't crowd. White space—what you see around these words— makes a poster easier to read

Images

High resolution images (150 dpi or higher) are a must when printing large posters

Color mode for printing is usually CMYK (confirm with your print shop)

Insert objects, charts or photos. Don't cut/copy and paste

Think about color contrast

