


AE Academic English UK

Academic Poster Guidelines

EXAMPLE



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Cardiovascular Disease

Coronary artery bypass graft surgery (CABG) [by C. Wilson]

Background

Cardiovascular disease (CVD), a term used for any disease which affects the heart or blood vessels, is responsible for almost a third of all deaths worldwide (Public Health England, 2019). Of this group, coronary heart disease (CHD), known simply as heart disease, is the most common cause of premature death (BHF, 2022). Despite the UK death rate due to CVD having declined by more than 75% since 1960, of the 1.5m men and 800,000 women currently living with it, one in eight males and one in fifteen females will die, (BHF, 2022).

Objectives

- To define Cardiovascular Disease (CVD).
- To explain the symptoms, causes, surgical, treatment and prevention.
- To conclude that health education is the key.

The symptoms of heart disease

Heart disease occurs when the flow of oxygen-rich blood reaching the heart is reduced due to a combination of fat or cholesterol causing a build-up of atheroma as the arteries become narrower, this can lead to angina, or if the arteries are clogged, known as atherosclerosis (Figure 1), this can trigger a myocardial infarction, or heart attack, and even heart failure (BHF, 2022; NHHB, 2018). According to BHF (2022), those with heart failure are twice as likely to suffer from cerebrovascular disease, such as a stroke. Those who have been diagnosed with atrial fibrillation, a rapid and irregular heartbeat, the likelihood of suffering from a stroke is even higher, at five times more likely, due to the formation of blood clots (Public Health England, 2019). If the disruption of the blood supply to the brain is only temporary, this is known as a transient ischaemic attack, or 'mini stroke', whereas if the symptoms last longer, this results in the loss of brain cells, and over a prolonged period of time, leads to vascular dementia (BHF, 2022).

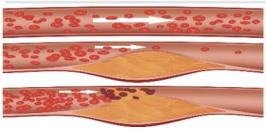


Figure 1: Cholesterol plaque (atherosclerosis) (BHF, 2022)

Causes

Two of the biggest causes of heart disease are high blood pressure and high cholesterol. The BHF (2022) argue that high blood pressure can put pressure on the heart and blood vessels, and thus increase the chance of a heart attack, while Public Health England (2019) claim that 50% of all strokes are caused by hypertension. With regard to cholesterol, a lipid produced by the liver and found in the bloodstream, raised levels of low-density lipoprotein (LDL) cholesterol can cause a build-up of fatty deposits and in turn, clog blood vessels, and lead to heart disease (NIDDK, 2021). Both hypertension and LDL are generally caused by a poor diet. The NHS (2020) state that consuming too much salt will lead to hypertension, and saturated fats will encourage LDL to surge.

Treatment

The main CHD treatment procedure is Coronary Artery Bypass Graft surgery (CABG), usually referred to as open heart surgery. This involves a single, double, triple or quadruple bypass depending on the number of arteries affected. Bypass surgery takes blood vessels from the internal mammary artery in the chest and either the radial artery in the arm or saphenous vein in the leg and attaches these above and below the blocked coronary artery (see Figure 2). These new blood vessels (grafts), ensure blood flow is rerouted around the blockage (Whitlock, 2021).




Figure 2: Cholesterol plaque (atherosclerosis) (BHF, 2022)

A less invasive alternative to a CABG is coronary angioplasty, whereby a balloon attached to a catheter inserted into a blood vessel in the arm or groin is then inflated to widen the artery and a stent keeps the artery open (Figure 3).




Figure 3: Coronary Angioplasty Bypass Graft (NHS, 2021)

Prevention

As a poor diet is the founding cause for high blood pressure, high cholesterol and diabetes, a low-sugar, high-fiber diet is recommended consisting of unsaturated fats to raise high-density lipoprotein (HDL) cholesterol, a limit of 6g of salt per day, and plenty of fruit and vegetables in conjunction with regular physical activity, such as 150 minutes of moderately intensive exercise or 75 minutes of vigorous exercise (NHS, 2020). Although lipid-lowering statins (see figure 4) are also effective to treat conditions of angina or blood clots, experts maintain that diet and lifestyle changes have the biggest impact (NIDDK, 2021).




Figure 4: Lipid-lowering therapy: statins (NIDDK, 2021)

Conclusion

Although a CABG has enabled people living with CHD to have a much more prolonged life than fifty years ago, there is growing concern that the longevity is decreasing. According to Whitlock (2021), during eight to ten years after having a CABG, the prognosis changes to a 60-80% increase in mortality. The key recommendation is more awareness and educational programmes are needed regarding the importance of healthier lifestyles, then perhaps the 17m global deaths due to CVD will begin to decline again.

References

British Heart Foundation (BHF). (2022). BHF Statistics Factsheet – UK [pdf]. Available at: <https://www.bhf.org.uk/~/media/~/media/bhf-statistics-factsheet-uk-2022.pdf> [Viewed 23.07.2023].

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Public Health England. (2019). Health matters: preventing cardiovascular disease [online]. Available at: <https://www.gov.uk/government/publications/health-matters-preventing-cardiovascular-disease/health-matters-preventing-cardiovascular-disease> [Viewed 20.07.2023].

Whitlock, J. (2021). Overview of Double Bypass Heart Surgery [online]. Available at: <https://www.verywellhealth.com/what-is-a-double-bypass-heart-surgery-3157247> [Viewed 21.07.2023].

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Academic Poster Guidelines **EXAMPLE**

Lesson Plan

Aim: To support students in their understanding of how to create a professional academic poster.

Time: 60+ minutes plus poster creation task.

Lesson Suggestion

1. Lead in

- Discussion: 'What do you know about creating an academic poster?'
- Students work in small groups and create a list of ideas.
- EXTRA: [REDACTED]
- Feedback: Write ideas on the board / digital screen.

2. Presentation

1. **Task 1:** Students read through worksheet **1. Poster Guidelines**
2. Compare their discussion answers to the guidelines.
3. **Feedback:** Teacher answers any questions.
 - All posters are available in PowerPoint format: **Available in the paying download.**

3. Guided Practice

- **Worksheet Task 2:** [REDACTED]
- **IMPORTANT:** Emphasise it is not the content information on 'cardiovascular disease' but the [REDACTED] problems.
- **Answers:** There are 17 problems overall.

4. Feedback (2 options)

- **Feedback 1:** Give out worksheet **3. The final poster** so students can compare to the first draft poster.
- **Feedback 2:** Project or elicit worksheet **4. Possible ANSWERS.**

5. Free Practice: Create a poster

- Use worksheet **5. Poster Template.** **Available in the paying download.**
- You give the [REDACTED] own. Students research and create a poster individually, in pairs or small groups.
- Students can put their posters on a file sharing application like Padlet and receive peer feedback using the form below.


Peer Feedback Form

		Yes	No
1.	Does [REDACTED] visuals?		
2.	Is the writing clear and concise?		
3.	Do the [REDACTED] ?		
4.	Are the figures clearly labelled and referred to?		
5.	Are [REDACTED] ?		
6.	Is the reference list formatted accurately?		

Posters: **Available in the paying download.**

Video: <https://youtu.be/OyGf3awMfaQ>

1. Poster Guidelines EXAMPLE



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
Title is bold font 72 (font range can be 72-120pt)

Subtitle is font 48 (font range can be 48-80pt) (Author's name)


Section header is 36pt (font range: 36-72pt)
Standard poster body text is 24pt. As a general rule a poster should have between 500-600 words - less is always more. The poster should be separated into 3 or 4 columns with subtitles and sections.


Slide design
The poster should read from top left to bottom right. Consider using a light colour background and a dark text or a dark background and a light text. The colours you see on your computer monitor will not reproduce exactly the same so expect a colour shift of 2-3 shades [1].


Font type
Try to use a suitable font type. The most common types are 'Arial', 'Calibri', or 'Times New Roman'. Other fonts include Arial Black, Franklin Gothic Heavy, Tahoma, Trebuchet, Verdana, Garamond, Book Antiqua, or Bookman Old Style, just to name a few [1].

Text alignment
All text should be clearly organised and formatted correctly. Try to use 'justify text'  This will align the text squarely and help the poster look professional.

Shapes and text box

 Use shapes to create your sections.

 Use shape fill to create your colours.

 Use text box to create your content. This means you can move your content around easily and create clear borders between the shape, sections and the text.

Graphs, charts and images
Illustrations such as graphs, charts, and images can help explain complex information or data while providing visual breaks between text, keeping readers engaged.

- Find ways to demonstrate your research visually: use charts or graphs to explain complex information.
- If using images from the internet, search websites containing royalty free images that display a Creative Commons license.
- Don't use too many images (think **60% text, 40% graphics** as a guideline) [3].
- Only use images relevant to the poster content. Don't use images to make the poster 'look nice'. Everything must be connected to content.
- All images must be referred to in the body text. Use language like:
Figure 1 shows UK GDP growth from 1990 to 2015 which indicates... or UK GDP growth from 1990 to 2015 (Figure 1) indicates...

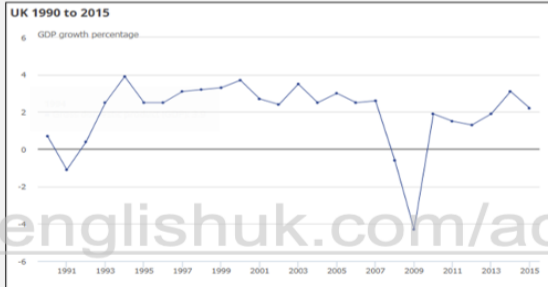


Figure 1: GDP Growth Percentage [4].

- Always label the image with its title and source.
- Use words to label the image like 'Figure' or 'Table'.
- Look at the example above (Figure 1: GDP Growth...+ source).
- Use a smaller font of 18pt.
- Include a citation with the figure e.g. [4].
- Always provide the image's source and include the source in the reference list.

Citations
This depends on your department (check reference system!). All facts or ideas used that are not your own must be referenced in the body text clearly and include a reference list at the end of the poster. This poster is using Vancouver referencing (a numbered referencing style).


Checklist

- Can you read the title from several feet away?
- Did you include all relevant sections?
- Are all the body text sections in alignment?
- Have you used the same font and sizes throughout the poster?
- Does each image, figure, or table have a label?
- Have you referenced all the ideas taken from other sources?
- Is the reference list in the correct format?
- Are authors listed? With contact information?
- Did you save your poster as a PDF? [3]


Printing
Your final poster will need to be printed on a large-format printer; this service can be provided by the print department who are equipped to print in excess of size A0. Printing is not done directly from a PPT file. You need to export the poster to **PDF format**, ensuring you maintain the high resolution for your images [5].

References / useful reference sources

- AUCD. PowerPoint poster presentation tip sheet - association of university. [cited 2023 Jul 23]. Available from: <https://www.aucd.org/docs/PowerPoint%20Poster%20Presentation%20Tip%20Sheet.pdf>
- University of York. Posters with a powerful point: A practical guide to designing academic posters [Internet]. [cited 2023 Jul 23]. Available from: <https://subjectguides.york.ac.uk/posters>
- UCLA. Research guides: Poster presentations [Internet]. [cited 2023 Jul 23]. Available from: <https://guides.library.ucla.edu/c.php?g=223540&p=1480858>
- ONS. Yearly UK Economy Gross Domestic Product. [cited 2023 Jul 23]. Available from: <https://www.ons.gov.uk/economy/grossdomesticproductgdp>
- TRUL. Creating an academic poster: Research Guides at Thompson Rivers University Library. [cited 2023 Jul 23]. Available from: <https://libguides.tru.ca/academicposters>




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2. Find 10 things wrong with this first draft poster **EXAMPLE**



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Cardiovascular Disease

Coronary artery bypass graft surgery (CABG)

Background

Cardiovascular disease (CVD), a term used for any disease which affects the heart or blood vessels, is responsible for almost a third of all deaths worldwide. Of this group, coronary heart disease (CHD), known simply as heart disease, is the most common cause of premature death (BHF, 2022). Despite the UK death rate due to CVD having declined by more than 75% since 1960, of the 1.5m men and 800,000 women currently living with it, one in eight males and one in fifteen females will die.

Objectives

- To define Cardiovascular Disease (CVD).
- To explain the symptoms, causes, surgical treatment and prevention.
- To conclude that health education is the key.

The symptoms of heart disease

Heart disease occurs when the flow of oxygen-rich blood reaching the heart is reduced due to a combination of fat or cholesterol causing a build-up of atheroma. As the arteries become narrower, this can lead to angina, or if the arteries are clogged, known as atherosclerosis this can trigger a myocardial infarction, or heart attack, and even heart failure. Those with heart failure are twice as likely to suffer from cerebrovascular disease, such as a stroke. Those who have been diagnosed with atrial fibrillation, a rapid and irregular heartbeat, the likelihood of suffering from a stroke is even higher, at five times more likely, due to the formation of blood clots. If the disruption of the blood supply to the brain is only temporary, this is known as a transient ischaemic attack, or 'mini stroke', whereas if the symptoms last longer, this results in the loss of brain cells, and over a prolonged period of time, leads to vascular dementia.

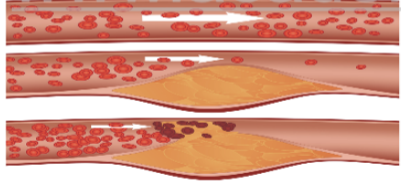


Figure 1: Cholesterol plaque (atherosclerosis) (BHF, 2022)

Causes

Two of the biggest causes of heart disease are high blood pressure and high cholesterol. The BHF (2022) argue that high blood pressure can put pressure on the heart and blood vessels, and thus increase the chance of a heart attack, while Public Health England (2019) claim that 50% of all strokes are caused by hypertension. With regard to cholesterol, a lipid produced by the liver and found in the bloodstream, raised levels of low-density lipoprotein (LDL) cholesterol can cause a build-up of fatty deposits and in turn, clog blood vessels, and lead to heart disease (NIDDK, 2021). Both hypertension and LDL are generally caused by a poor diet. The NHS (2020) state that consuming too much salt will lead to hypertension, and saturated fats will encourage LDL to surge.

Treatment

The main CHD treatment procedure is Coronary Artery Bypass Graft surgery (CABG), usually referred to as open heart surgery. This involves a single, double, triple or quadruple bypass depending on the number of arteries affected. Bypass surgery takes blood vessels from the internal mammary artery in the chest and either the radial artery in the arm or saphenous vein in the leg and attaches these above and below the blocked coronary artery (see Figure 2). These new blood vessels (grafts), ensure blood flow is rerouted around the blockage (Whitlock, 2021).





Figure 2: Cholesterol plaque (atherosclerosis) (BHF, 2022)

A less invasive alternative to a CABG is coronary angioplasty, whereby a balloon attached to a catheter inserted into a blood vessel in the arm or groin is then inflated to widen the artery and a stent keeps the artery open (Figure 3).



Conclusion

Although a CABG has enabled people living with CHD to have a much more prolonged life than fifty years ago, there is growing concern that the longevity is decreasing. According to Whitlock (2021), during eight to ten years after having a CABG, the prognosis changes to a 60-80% increase in mortality. The key recommendation is more awareness and educational programmes are needed regarding the importance of healthier lifestyles, then perhaps the 17m global deaths due to CVD will begin to decline again.




Figure 4: Lipid-lowering therapy: statins (NIDDK, 2021)

Prevention


As a poor diet is the founding cause for high blood pressure, high cholesterol and diabetes, a low-sugar, high-fiber diet is recommended consisting of unsaturated fats to raise high-density lipoprotein (HDL) cholesterol, a limit of 6g of salt per day, and plenty of fruit and vegetables in conjunction with regular physical activity, such as 150 minutes of moderately intensive exercise or 75 minutes of vigorous exercise (NHS, 2020). Although lipid-lowering statins (see figure 4) are also effective to treat conditions of angina or blood clots, experts maintain that diet and lifestyle changes have the biggest impact (NIDDK, 2021).

References

- Public Health England, (2019). *Health matters: preventing cardiovascular disease* [online]. Available at: <https://www.gov.uk/government/publications/health-matters-preventing-cardiovascular-disease/health-matters-preventing-cardiovascular-disease> [Viewed 20.07.2023].
- National Health Service (NHS), (2020). *Prevention – Coronary heart disease* [online]. Available at: <https://www.nhs.uk/conditions/coronary-heart-disease/prevention/> [Viewed 24.07.2023].
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- Whitlock, J., (2021). *Overview of Double Bypass Heart Surgery* [online]. Available at: <https://www.verywellhealth.com/what-is-a-double-bypass-heart-surgery-3157247> [Viewed 21.07.2023].
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3. The final poster **EXAMPLE**



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Cardiovascular Disease

Coronary artery bypass graft surgery (CABG) [by C. Wilson]

Background

Cardiovascular disease (CVD), a term used for any disease which affects the heart or blood vessels, is responsible for almost a third of all deaths worldwide (Public Health England, 2019). Of this group, coronary heart disease (CHD), known simply as heart disease, is the most common cause of premature death (BHF, 2022). Despite the UK death rate due to CVD having declined by more than 75% since 1960, of the 1.5m men and 800,000 women currently living with it, one in eight males and one in fifteen females will die, (BHF, 2022).

Objectives

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- To explain the symptoms, causes, surgical, treatment and prevention.
- To conclude that health education is the key.

The symptoms of heart disease

Heart disease occurs when the flow of oxygen-rich blood reaching the heart is reduced due to a combination of fat or cholesterol causing a build-up of atheroma. As the arteries become narrower, this can lead to angina, or if the arteries are clogged, known as atherosclerosis (Figure 1), this can trigger a myocardial infarction, or heart attack, and even heart failure (BHF, 2022; NHLBI, 2018). According to BHF (2022), those with heart failure are twice as likely to suffer from cerebrovascular disease, such as a stroke. Those who have been diagnosed with atrial fibrillation, a rapid and irregular heartbeat, the likelihood of suffering from a stroke is even higher, at five times more likely, due to the formation of blood clots (Public Health England, 2019). If the disruption of the blood supply to the brain is only temporary, this is known as a transient ischaemic attack, or 'mini stroke', whereas if the symptoms last longer, this results in the loss of brain cells, and over a prolonged period of time, leads to vascular dementia (BHF, 2022).

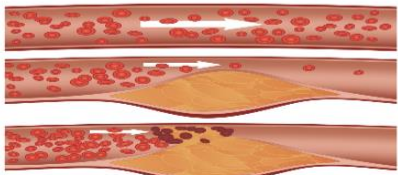


Figure 1: Cholesterol plaque (atherosclerosis) (BHF, 2022)

Causes

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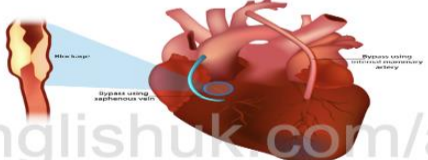


Figure 2: Cholesterol plaque (atherosclerosis) (BHF, 2022)

A less invasive alternative to a CABG is coronary angioplasty, whereby a balloon attached to a catheter is inserted into a blood vessel in the arm or groin is then inflated to widen the artery and a stent keeps the artery open (Figure 3).




Figure 3: Coronary Angioplasty Bypass Graft (NHS, 2021)

Prevention

As a poor diet is the founding cause for high blood pressure, high cholesterol and diabetes, a low-sugar, high-fiber diet is recommended consisting of unsaturated fats to raise high-density lipoprotein (HDL) cholesterol, a limit of 6g of salt per day, and plenty of fruit and vegetables in conjunction with regular physical activity, such as 150 minutes of moderately intensive exercise or 75 minutes of vigorous exercise (NHS, 2020). Although lipid-lowering statins (see figure 4) are also effective to treat conditions of angina or blood clots, experts maintain that diet and lifestyle changes have the biggest impact (NIDDK, 2021).

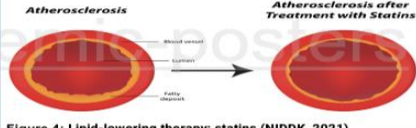


Figure 4: Lipid-lowering therapy: statins (NIDDK, 2021)

Conclusion

Although a CABG has enabled people living with CHD to have a much more prolonged life than fifty years ago, there is growing concern that the longevity is decreasing. According to Whitlock (2021), during eight to ten years after having a CABG, the prognosis changes to a 60-80% increase in mortality. The key recommendation is more awareness and educational programmes are needed regarding the importance of healthier lifestyles, then perhaps the 17m global deaths due to CVD will begin to decline again.

References

British Heart Foundation (BHF). (2022). *BHF Statistics Factsheet - UK* [pdf]. Available at: <https://www.bhf.org.uk/what-we-do/our-research/heart-statistics> [Viewed 23.07.2023].

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Public Health England. (2019). *Health matters: preventing cardiovascular disease* [online]. Available at: <https://www.gov.uk/government/publications/health-matters-preventing-cardiovascular-disease/health-matters-preventing-cardiovascular-disease> [Viewed 20.07.2023].

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4. Possible **ANSWERS** EXAMPLE

1. Spelling of title 'disease'.
2. Acronym should be CABG.

ALL ANSWERS INCLUDED IN PAID VERSION

Cardiovascular Disease
Coronary artery bypass graft surgery (CABG)

Background
Coronary artery disease (CAD) is a term used for any disease which affects the heart or blood vessels, in particular the arteries or their of or nearby...
Objectives
• To define Cardiovascular Disease (CVD)
• To explain the symptoms, signs, related treatment and prevention.
• To evaluate that health education in the UK.

The symptoms of heart disease
Heart disease occurs when the flow of oxygenated blood reaching the heart is reduced due to a combination of fat or cholesterol build up in the walls of arteries in the general become narrower, they can lead to angina or if the arteries are blocked, known as atherosclerosis this can trigger a myocardial infarction, or heart attack, and even heart failure. There will heart failure can occur as likely to suffer from cardiovascular disease, such as a stroke. Those who have been diagnosed with CAD, diabetes, a high cholesterol, smoking, the likelihood of suffering from a stroke or heart failure, as well as other risks. Due to the progression of blood cells. If the symptoms of the blood supply to the heart is interrupted, this is known as a myocardial infarction. The heart muscle, which is the myocardium, has a limited capacity to store energy, and once it is exhausted, it can lead to heart failure.

Causes
Two of the biggest causes of heart disease are high blood pressure and high cholesterol. The WHO (2011) states that high blood pressure can put pressure on the heart and blood vessels, and that increases the chance of a heart attack, which means health England (NHS) state that 30% of all strokes are caused by hypertension, with regular treatment, a low cholesterol diet, low fat and low in the bloodstream, blood levels of low-density lipoprotein (LDL) cholesterol can cause a build-up of fatty deposits, and in turn, they block vessels, and lead to heart disease (NHS, 2011). Both hypertension and high cholesterol are generally caused by a diet high in fat and sugar, and a lack of exercise. The WHO (2011) also states that smoking, too much salt and alcohol, and stress can also lead to heart disease (NHS, 2011).

Treatment
The main CABG treatment procedure is coronary artery bypass graft surgery (CABG), usually referred to as bypass surgery. This involves a single doctor, using an incision in the chest, to take a blood vessel from another artery in the chest and connect it to the blocked artery in the area of high blood pressure. This allows the blood to flow through the vessel and bypass the blocked artery. There are also other treatments, such as angioplasty and stents, which can be used to treat heart disease (NHS, 2011).

Conclusion
Although a CABG has proven to be effective in treating heart disease, it is not a cure. Patients who have had a CABG should continue to take medication and follow a healthy diet and lifestyle. The NHS (2011) states that patients who have had a CABG should continue to take medication and follow a healthy diet and lifestyle. The NHS (2011) also states that patients who have had a CABG should continue to take medication and follow a healthy diet and lifestyle.

Prevention
As a main step in the treatment of heart disease, high blood pressure, high cholesterol and diabetes, a lifestyle, high-fat diet is recommended. Smoking cessation, low salt, low-fat, low-sugar, low-calorie diet, a diet of 1500 kcal per day, and regular exercise (at least 150 minutes of moderate intensity exercise per week) are also effective in the prevention of heart disease (NHS, 2011). Although low-sodium diets (see Figure 4) are also effective in the prevention of heart disease, regular exercise (see Figure 5) and a healthy diet (see Figure 6) are also effective in the prevention of heart disease (NHS, 2011).

References
1. World Health Organization (WHO) (2011) Cardiovascular disease: Facts and figures. Geneva: WHO.

Figure 1: Coronary artery disease (CAD) (NHS, 2011)

Figure 2: Coronary artery bypass graft surgery (CABG) (NHS, 2011)

Figure 3: Coronary artery bypass graft surgery (CABG) (NHS, 2011)

Figure 4: Coronary artery bypass graft surgery (CABG) (NHS, 2011)

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