Using Images in Conference Posters and Presentations: Best Practices

**General Advice**

- Think of your images as a focal point of your work. Do not use images for filler.
- Avoid trite clip art and look for clear images to convey complex ideas.
- Photos with contrast (versus monochromatic images) will draw more attention.
- Be careful with web images. When enlarged and printed they can become pixelated or blurry. (To determine the print quality of your images, zoom in 200-300% on your poster layout.)
- For an interesting alternative presentation style, see: PechaKucha ([http://www.pechakucha.org/](http://www.pechakucha.org/))

**Copyright/Permission**

Always check copyright and seek permission if the image is not in the public domain. *When in doubt, ask the author for permission.*

**Formats/Editing**

- Recommended formats include JPG, TIFF and PNG. If you need area of transparency consider TIFF or PNG.
- Crop images to focus attention and eliminate unnecessary information.
- For print quality, your original unmodified image should have a resolution of between 150-300 pixels per inch. If you plan to enlarge for a poster, your image should be larger.

**Captioning**

- Always caption and credit copyright holders for your images.
- Sample image citation: Author's or Creator's Last name, First initial(s). (Year of creation).
  - If no author is available, use the first few words of the image title.
  - If no year is available, write n.d. for no date.
  - Do not put a period after the URL.

**Finding Images**

Scott Library offers a list of resources to find images and multimedia assets for your presentations: [http://jeffline.jefferson.edu/Collections/images.html](http://jeffline.jefferson.edu/Collections/images.html). These include:

- Jefferson Clinical Images Database
- Access Medicine (includes index with images)
- Atlas E-book
- Public Health Image Library (PHIL)
Other web resources:

- **Flickr advanced search**: [https://www.flickr.com/search/advanced/?q=home&l=cc](https://www.flickr.com/search/advanced/?q=home&l=cc)  Search for Creative Commons licensed content or find content to modify, adapt, or build upon.
- **Journals**: e.g., search [New England Journal of Medicine Figures & Multimedia](https://www.nejm.org)  Request permissions in your own work.
- **Professional organizations**: e.g., [American Society of Hematology image bank](https://www.mim.wustl.edu/)
- **CDC Public Health Image Library**
- **National Cancer Institute**
- **NIH Image Bank**
- **National Center for Complementary and Alternative Medicine Image Gallery**
- **National Human Genome Research Institute Digital Media Database**
- **NLM History of Medicine Collections**
- **Commercial options**: istock, fotolia, Getty images

**Need help finding appropriate images for your poster?**

- contact Scott Memorial Librarians ([http://jeffline.jefferson.edu/Ask/ask.html](http://jeffline.jefferson.edu/Ask/ask.html))

**Need help designing your research poster?**

- See: [Designing Your Research Poster: Tips and Best Practices](https://jeffspace.jefferson.edu/ask/ask.html)
- [Contact Medical Media](https://www.medicalmedia.org) or Graphics.mms@jefferson.edu or (215) 503-7841  |  Jefferson Alumni Hall, 1020 Locust Street, Room 573