



Style Guide: Poster

Cognitive Science Student Journal

The Cognitive Science Student Journal, Osnabrück University, aims at giving its readers an insight into current research and cutting-edge topics at our institute from a student perspective as well as students a platform to publish their work. Its editorial board consists of seminar participants and instructors of the Institute of Cognitive Science at Osnabrück University.

The journal can be accessed via:

<http://cogsci-journal.uni-osnabrueck.de>

Find us on social media:

<https://www.instagram.com/cogcistudentjournal/>

<https://www.linkedin.com/company/cognitive-science-student-journal/>

How to use

While we maintain a commitment to academic rigor, we encourage a more flexible and creative approach to poster design. Think of it as a canvas to showcase both your research and your unique style.

1 Text structure

A clear and compelling title is crucial—it is the first thing your audience will notice. Make sure it accurately reflects the essence of your research.

While we do not enforce a rigid structure for your poster, we recommend considering key sections such as Abstract, Introduction, Research Question/Hypothesis, Methods, Discussion, and Conclusion. This flexible framework allows you to present your research coherently while leaving room for individual creativity.

In case you use your own pictures and figures, use headings and subheadings to create a logical order that guides your reader through the content. In crafting your academic poster, prioritizing readability and maintaining a **cohesive flow of information**—often referred to as the “red thread”—is paramount.

Visuals like graphs, charts and images can make things more understandable and interesting. However, steer clear of unnecessary clutter. Give your reader some breathing space with whitespace, and make sure your fonts and colors are consistent for a professional look. Connect your sections smoothly with transitions for your audience to follow.

2 Style rules

- Capitalization: The first word of each header is capitalized. In text, capitalization should only be used for names, such as personal names, research areas, specific testing procedures, references to specific figures and tables etc.
- Abbreviations might only be used at a bare minimum when long words repeatedly occur, particularly in longer texts.
- No italic
- Use the following quotation marks: “quote”
- Choose either American or British English, or German and be consistent.
- Academic “we”: If you make use of it, use “I” for a paper by a single author. E.g. As I have demonstrated in Section 2,

3 Referencing

- Reference style: APA 7th Edition for all references including captions of Figures.
- In-text referencing: use Author et al. (Year) for narrative citation, e.g. Zolotarov et al. (2022) investigate the octopus’ brain. Use (Author et al., Year) for parenthetical citation, e.g. The octopus has a brain that can be investigated (Zolotarov et al., 2022). When the genitive needs to be used, use Author et al.’s. (Year), e.g. Referring to Zolotarov et al.’s (2022) work, the octopus has a brain that can be investigated.

4 Figures and tables

Examples of how to insert figures and tables are given subsequently. A figure or table should have a reference in the text pointing towards it. If you have not created a figure or table yourself, you need to state the reference in the caption.

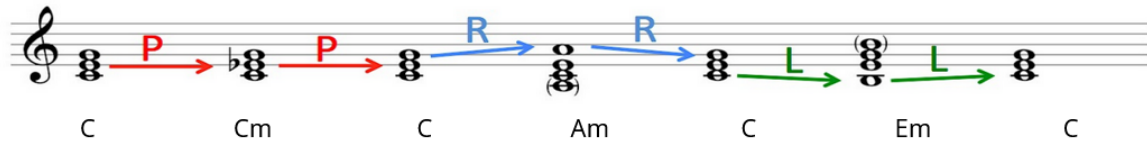


Figure 1: Summary of all transformations, the first of which is a parallel transformation, the second a relative, and the last one a leading-tone transformation. Adapted with added chord names from “Essential Neo-Riemannian Theory for Today’s Musician” (Master’s Thesis), by L. F. Mason, 2003, University of Tennessee, *Tennessee Research and Creative Exchange (TRACE)*, p. 7 (https://trace.tennessee.edu/utk_gradthes/1646/). Copyright 2013 by Laura Felicity Mason.

Favorite topics	Favorite colors	Favorite social media
Cognitive Science	Purple	Instagram
Octopuses	Orange	LinkedIn

Table 1: The Cognitive Science Student Journal's Favorites

References

Zolotarov, G., Fromm, B., Legnini¹, I., Ayoub¹, S., Polese, G., Maselli, V., Chabot, P. J., Vinther, J., Styfhals, R., Seuntjens, E., Cosmo, A. D., Peterson, K. J., & Rajewsky, N. (2022). Micrnas are deeply linked to the emergence of the complex octopus brain. *Science advances*, *8*(46), 1–12. <https://doi.org/10.1126/sciadv.add9938>