

Review of: "A step in the right direction: Billboard-style posters preferred overall at two conferences, but should include more methods and limitations"

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Potential competing interests: No potential competing interests to declare.

I really enjoyed reading your article. It is clearly written, and you describe your study approach very stringed. The cited literature supports your ideas and concepts very well. What I find particularly interesting is the critical questioning of traditional scientific posters, which indeed no longer meet current visual standards, as they are mostly cluttered and thus hard to read and ultimately to understand. I was new to the concept of billboard style posters - thank you for introducing me to this concept. From a visual perspective, the billboard poster design makes a lot of sense - they seem ideal for conveying a clear message in a short amount of time with the least amount of effort. I think the 2nd approach, comparing the traditional with the alternative poster is stronger than Study 1 as the probands have the direct comparison between the posters. Possibly this could also result in the more critical statements towards the alternative poster (compared to Study 1)?

The biggest critical point I can find concerns the experrimental setup: In my opinion, the efficiency of knowledge transfer should be measured in a way that both posters have the same content (scientific finding), and only differ in design. With this experimental design, the scientific findings could be excluded as a determining factor of preference of poster style.

Small points that could be improved:

1. the title is very long. I would suggest shortening it and wording it in such a way that it arouses curiosity for this topic.
2. while the introduction to the topic was detailed, the brevity of the discussion left me a bit surprised. This is where I would like to see a bit more discussion. What are the implications of this study? How exactly could the billboard poster be improved to meet the critics of the alternative poster?
- 3) I would like to know more about the design of the billboard poster and why it was designed the way it was. More from a designer's perspective.

But in summary, I very much welcome this study and have read with great interest. Thank you.