

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.

The paper argues for a new minimalist, 'billboard-style' poster that is easier to learn from, it is more interactive, and better for promoting scientific discovery in comparison to the 'traditional' poster design. The topic is indeed of interest as many hard-core sectors of science (sociology, chemistry, etc) are employing poster designs (and other templates for scientific papers) that are both aesthetically cluttered (if not outdated and old-fashioned) and lack clarity and hierarchy of information. This kind of research can open up the discussion of the relevance of the design profession (and expertise) in other disciplines, as these use visual means of communication.

In general, the study is well written with good organisation, and with a transparent conceptualisation and operationalisation methods.

Perhaps a few things to improve/add, are:

1. The title of the paper appears as a sentence in a paragraph, and not a title of a scientific paper. The current form of the title may put some readers off from looking further into the paper. It definitely does not give credit to the well written and researched work that follows. The title can be easily revised.
2. A more careful definition and visual analysis (with a few examples) of what are 'traditional' posters, and how the new billboard style poster have been designed can illuminate a lot of the design differences for a non-design audience/reader too. Basic principles of the gestalt theory could be introduced and exemplified in the visual examples.
3. The discussion could be enriched with more critical reflections on issues of the relevance of design and collaboration with other fields, as well as the element of customisation (that is briefly mentioned already in the main text), as well as of 'good design', that is so thoroughly discussed in the 20th century design theory.
4. Also, some reflection could be added in the differences between printed and online use. A nice book to reference is: 'The Form Book : Best Practice in Creating Forms for Printed and Online Use' by [Borries Schwesinger](#).

We need more of this kind of research. Well done!