## Check List – Poster Design

*Consider the following process when starting your next Poster project.*

### Step 1: Planning

**Brainstorm** – Quickly write down ideas on paper.

**Organize** – Your ideas into as story.

**Resources** – Gather your outline, story concept, research, images, graphs; etc.).

**Mock-up** – Sketch out (on paper) a rough layout for your poster.

*Use PowerPoint and your mock-up layout to create your poster.*

**Canvas** – Before adding content, first set the size of your poster (42x56/36x48).

**Background** – If you’ve decided to use a background color, set the color.

**Sections** – Insert the sections of your poster using *Text Boxes* and set the font size.

**Images** – Insert images, charts, and graphs and cite them.

**Refine** – Simplify your text. Make sure it is concise and focused.

**Review** – Double-check your grammar, spelling and all citations.

*Use design principles to create your poster.*

### Step 2: Design (Principles)

**Alignment** – Strengthen the visual structure by aligning content.

**White Space** – Use internal and external space (not to crowded or empty).

**Scale** – Viewer is 6 feet way. Set canvas to 42x56 (36x48).

- Text size: **Title** 80+ **Author** 50+ **Heading** 36-44 **Text** 24-34.

**Flow** – People read left to right/top to bottom. If you need arrows, rethink your layout.

**Color** – Use lighter, neutral shades for background (2 or 3 colors). Black for text.

- Use color wheel: [kuler.adobe.com](http://kuler.adobe.com).

**Readability** – Use contrasting font and background colors.

- **Title** San-Serf **Author** San-Serf **Heading** San-Serf **Text** Serf
Avoid color blindness, color combinations.

msdn.microsoft.com/en-us/library/bb263953(v=vs.85).aspx

blog.usabilla.com/how-to-design-for-color-blindness/

**Simplicity** – Text should be focused and succinct. Use bulleted lists, graphs, and images. Distill graphs. Only represent the most important data.

**Creativity** – Don’t overdo it. When in doubt, defer to basic design principles.

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**Step 3: Pitch**

**Script** – Write out a 2-3 minute script.

**Practice** - Try multiple 5-minute sessions. Get feedback from friends.

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**Step 4: Knowledge**

**Review** – Look over your research notes.

**Questions** – Develop a list of potential questions you will be asked.

**Practice** - Practice answering questions.

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**Danger** *(Things to avoid)*

**Too much text** – Be concise. Use bullets, graphs, and images.

**Jargon** – Avoid using jargon that may be confusing.

**Trusting Spellcheck** – Check your grammar/spelling (spellcheck is not always right).

**Violating Copyright** – Cite all work that’s not yours (including images).

**Numbers and Tables** – Visually represent data using graphs and charts.

**Background Image** – Distracting and make text harder to read.

**Insufficient White Space** – Avoid clutter. Use internal and external white space.

**Pixelation** – Don’t use low resolution photos, they will pixelate when enlarged.

**Low Contrast** – Make sure viewers can read text. Contrast font and background colors.

**Arts and Crafts** – No craft materials (glitter or tubing). This is a professional research poster.
<table>
<thead>
<tr>
<th>Order</th>
<th>Rating</th>
<th>Video</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>5</td>
<td>Making a better research poster</td>
<td>3:53</td>
</tr>
<tr>
<td>2</td>
<td>4</td>
<td>Research Poster Design Tutorial / Layout</td>
<td>11:43</td>
</tr>
<tr>
<td>3</td>
<td>5</td>
<td>How to Present an Academic Research Poster</td>
<td>5:00</td>
</tr>
<tr>
<td>4</td>
<td>4</td>
<td>Design Tips &amp; Tricks: Posters</td>
<td>11:25</td>
</tr>
<tr>
<td>5</td>
<td>3</td>
<td>Creating an Effective Poster Presentation</td>
<td>6:31</td>
</tr>
<tr>
<td>6</td>
<td>3</td>
<td>Scientific Poster Design - Good and Bad Examples! (Poster Tutorial Part 2)</td>
<td>10:55</td>
</tr>
<tr>
<td>7</td>
<td>3</td>
<td>Producing an Academic Poster</td>
<td>18:58</td>
</tr>
<tr>
<td>8</td>
<td>3</td>
<td>How to Prepare for a Poster Presentation</td>
<td>18:15</td>
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