

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 a 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 too crowded or empty).

Scale – Viewer is 6 feet away. 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.

Readability – Use contrasting font and background colors.

Title San-Serif **Author** San-Serif **Heading** San-Serif **Text** Serif

Avoid color blindness, color combinations.

[msdn.microsoft.com/en-us/library/bb263953\(v=vs.85\).aspx](https://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.

Step 3: Pitch

Script – Write out a 2-3 minute script.

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

Step 4: Knowledge

Review – Look over your research notes.

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

Practice - Practice answering questions.

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.

More Resources (YouTube Videos)

Order	Rating	Video	Time
1	5	Making a better research poster	3:53
2	4	Research Poster Design Tutorial / Layout	11:43
3	5	How to Present an Academic Research Poster	5:00
4	4	Design Tips & Tricks: Posters	11:25
5	3	Creating an Effective Poster Presentation	6:31
6	3	Scientific Poster Design - Good and Bad Examples! (Poster Tutorial Part 2)	10:55
7	3	Producing an Academic Poster	18:58
8	3	How to Prepare for a Poster Presentation	18:15