Developing A Poster – The Good, The Bad & The Ugly

Why is your work important? Have a focused message. Succinctly state Results, Conclusions, Recommendations.

Use text sparingly. Make use of bullets when possible. Text: 24+ Headings: 36+ Bigger the better. Be consistent!

Poster should be well ordered, easy to follow, and easily read from a distance. Let graphics tell the story.

Use PowerPoint to create, not Word. Save as a pdf file to retain final formatting. Don't forget your best tool - me!

Determine size and convert to inches. Maximum size in PowerPoint: 56in. Larger? Divide in half-double print size

Use high quality images. View actual size. Good graphs communicate quickly - line graphs/bar charts/pie charts.

Use color judiciously and deliberately!

Easy to Read		Hard to Read

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Content	Illustrated abstract of presenter's work!
Text & Fonts	Minimize!
Design & Layout	Make your "Results" the star!
Tools	Microsoft PowerPoint Experienced Users
Dimension	It's all in the math!
Images	Create your own whenever possible
Colors	Avoid dark and busy backgrounds
Copyright	Creative Commons

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