

## **Guidelines for Making Posters**

Posters should be large enough to be viewed at some distance, and may be either landscape or portrait layout. Posters are often trifold. Posters should be easy to read and not crowded. They should include

- a title
- the name of the author(s), institution, and faculty mentor(s)

Generally, for studies in the physical, biological and social sciences, the main body of the poster consists of

- abstract
- introduction
- method (subjects, procedure)
- results
- discussion
- illustrations (tabular and/or graphic) which support major points

As a courtesy, make an abstract of the poster presentation available.

### **Guidelines for Poster Design**

The purpose of a poster is to convey information. The most important goal in poster design is to present your information in such a way that it is accessible and understandable.

Posters are different from books or articles in the way they convey information. People view a poster from both far away and close up. Your design, title and subheadings, which will be noticed from a distance, need to be eye-catching. Your detailed text needs to keep the audience reading when they move closer. Poster space is very limited. Make sure that every element counts. Your text should be as concise as possible.

Design for your audience, peers in your discipline and people with no expertise in that area. There are two elements in a poster: text and graphics. Text includes titles, subheadings, captions, labels and "body text"—the narrative. Graphics can include maps, charts, diagrams, illustrations or photographs.

### **Design Don'ts**

- Don't use all capital letters in a heading
- Don't cram too much into the space available—leave some white space
- Don't center any portion of text except possibly the title or captions. In general, left-justify text.
- Don't add meaningless graphics—every graphic should have a purpose