# Keys to a Successful Poster

If you watch people going through a poster session, you will notice that there is generally a 3-5 foot space between them and your poster...the following will help you decide what to show and what to let go.

- Present only enough data to support your main conclusions or project objectives. You do not need to argue your case on a poster.

- Do not assume the viewer is familiar with your area of work – no jargon

- Don't baffle the viewer. Make the significance and originality of the work very clear – again, the viewer may be from a very different field.

- Because the viewer is a person and they breathe, let your poster breathe! Use white space to allow for a pause.

Standing 3 feet away the viewer can:

- read all the top titles (should be 72 pt. font size).

- read all the sub-titles (should be 48 pt. font size).

- read all the body text (should be no less than 24 points in an easy to read font such as Arial Narrow or Calibri for example).

- view all pictures and pertinent information clearly (should be no less than 5" x 5" in size).

- easily interpret the importance of the data (should be presented as bar or pie type charts and simple graphs).
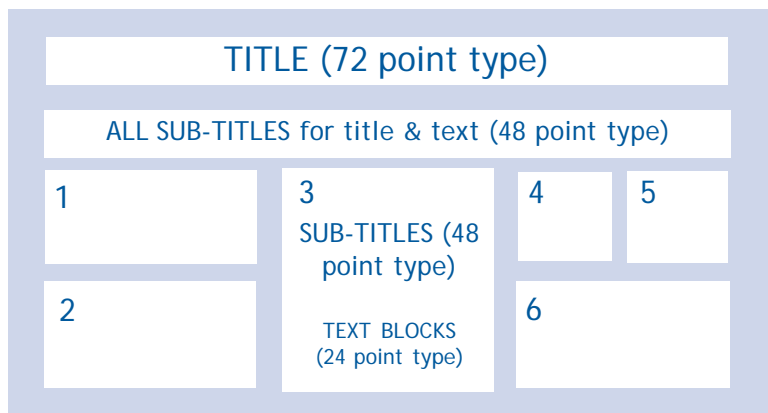
  (See page 2 for more guidelines)
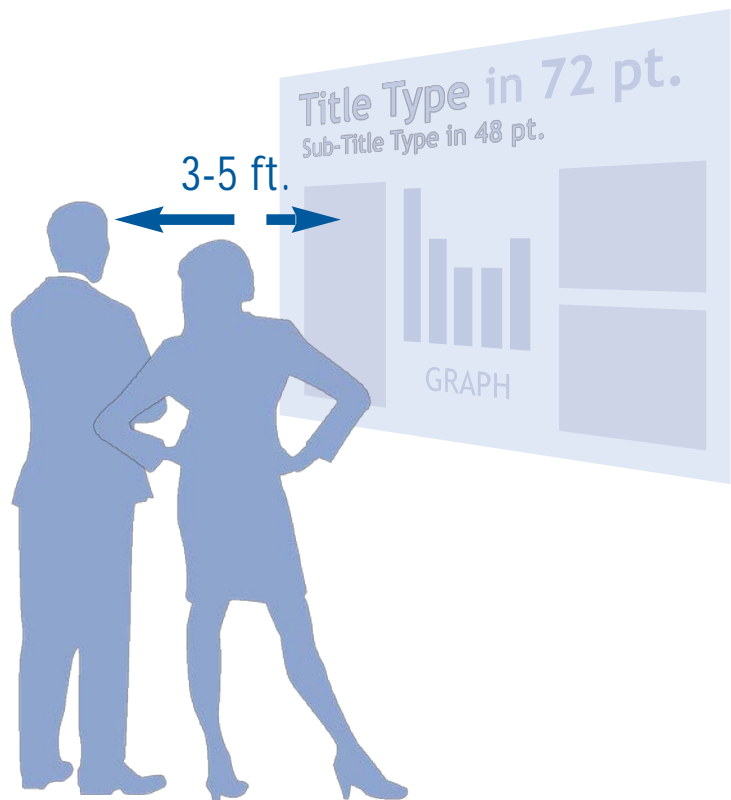
The main tenet of good poster design is
simplicity.

Can you follow the progression of thought?

It should be obvious where to start inspecting the poster and where to go from there (generally left to right, top to bottom). As this progression is vital, the component parts should either be numbered to facilitate this or have arrows that graphically lead the viewer through the display.

TITLE (72 point type)

ALL SUB-TITLES for title & text (48 point type)

1

3

SUB-TITLES (48 point type)

4

5

2

6

TEXT BLOCKS
(24 point type)

Does everything need to have right angles? No! Shapes add interest to
your poster and increase the viewers willingness to continue to view your work.
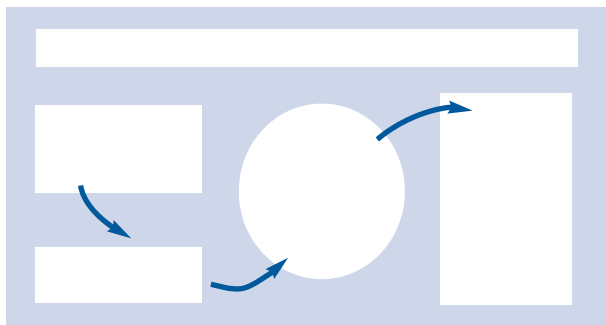
Use of color.

You can use color to highlight words and provide a non-intrusive background to tables. However, do not use colors like red, purple, yellow for text. Keep in mind that dark letters on white background is the sure bet for viewability.

Red Text

Yellow Text

White text in a
dark background
can be difficult to read!