Poster Design Workshop

March 30, 2011
Fonts

• Use Fonts that are large enough to read from a distance

• Pick the right font style
  – Used for Titles and Headings, Short Blocks of Text
    • (e.g. Arial, Verdana)

  – Serif font (e.g., Times) for body text. Serif-style fonts are much easier to read at smaller font sizes
Making Your Poster Readable...from about 4 feet away

• **Title** – 72-96 pt

• **Authors** -- 72 pt

• **Affiliations** -- 36-48 pt
• Section Headings -- 36 pt
• Text -- 28 pt
• Captions/Figure Legends: 24-point
• Acknowledgements -- 20 pt

These are guidelines. Your individual needs/font sizes may vary.
Embed Fonts

• Always a good idea to embed the fonts

• If you do not, there is a danger that one or more of the fonts will not be present on the printer's system
  – the font you chose will be replaced by a substitute,
    ➔ that can affect the layout of your poster
**PowerPoint Options**

**Save presentations**
- **Save files in this format:** PowerPoint Presentation
- **Save AutoRecover information every** 10 minutes
- **Default file location:** C:\Users\mainedn\Documents\PowerPoint Presentation

**Offline editing options for document management server files**
- **Save checked-out files to:**
  - The server drafts location on this computer
  - The web server
- **Server drafts location:**

**Preserve fidelity when sharing this presentation:**
- **Embed fonts in the file:**
  - Embed only the characters used in the presentation (best for reducing file size)
  - Embed all characters (best for editing by other people)
Color Scheme

• The colors you use should complement each other

• White Background Recommended
  • – Full-color backgrounds will be charged extra

• Use borders, images and graphics to add some color instead
Keep it Simple

- Don’t use too many colors
- Don’t use colors that are hard to read

Hard to Read

Easy to Read

Hard to Read

Easy to Read
Communicate your message with the right images

• Use clear, concise language throughout your poster to convey your message

• Short, informative graph titles
  – Helps lead the viewer more effortlessly through your poster

• Omit all *extraneous* text or visual distractions
  – borders between related data and text
Layout

• **Use enough white space**
  – makes a poster easier to read

• Empty space is critical

• Crammed posters are can make a reader less interested in the content

• More material may mean less communication
• Choose essential information only to include to tell your story
Layout

• Poster content should be 60% images, 40% text

• Three-Five column layout recommended

• Organize material from left-to-right

• Focus on key findings and important points

• If you can make a picture, make a picture
  – Most viewers will focus on graphics
Conveying information

• A picture is worth a 1,000 words.
  – Use graphs, charts, tables and photos to summarize and present data

• Qualitative Data
  – Use Diagrams

• Quantitative Data
  – Use a figure if at all possible
  – Tables, only if necessary

• Experimental Procedures
  – Use flow charts if you can to illustrate sequential events or timing of experimental procedures
• Spell check, spell check, spell check!
Section headings

• Do not "bullet" or punctuate section headers

• Use larger font size for section heads

• Use “bolded” format

• Use uppercase only for section headings, if you use them at all
Things to think about

- TITLE: What’s the question? Keep it short and to the point
- SIGNIFICANCE: Why is this important?
- METHODOLOGY: What did you do?
- FINDINGS: What did you find?
- RESULTS: What does it mean?
- CAVEATS: What reservations do you have?
- FUTURE PROSPECTS: Where so you go from here?
Common Mistakes

• Too much material
• Too much text
• Poor layout
• Blocks of text longer than 10 sentences
• Waiting until last minute to print
• Neglecting to prepare to present your work
Example Posters and Templates
Title of the poster can be put on multiple lines:  
Second Line of the Poster

First Persons Name, M.D., Second Persons Name, L.C., Another Person Here, PhD  
Name of your school or institution, University of Your School, Your City

INTRODUCTION

•Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam in diam congue elementum. Morbi id liga ac ligula adipiscing iaculis.


•Curabitur hendrerit metus quis augue. Nunc rhoncus, magna vitae laoreet imperdiet, ligula dolor hendrerit quam, sit amet mollis.

STUDY AIMS

1. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam in diam congue elementum.

RESULTS

Literature Review

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam in diam congue elementum. Morbi id liga ac ligula adipiscing iaculis.

3. consectetur odio blandit elementum. Morbi id liga ac ligula adipiscing iaculis.
4. odio blandit elementum. Morbi id liga ac ligula adipiscing iaculis.

Interview Data

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam in diam congue elementum.

•consectetur adipiscing elit. Nam in diam congue elementum.


•Donec magna nibh, ultrices facilis, diam. Nulla risus lorem, molestie a, erat. Donec magna nibh.

RESULT CONT’D

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam in diam congue elementum.

Ligula ac liga adipiscing iaculis. Nulla risus lorem, molestie ac, scelerisque quis, gravida eleifend, wisi. Proin sapien.


CURSITUR Hendrerit metus quis augue. Mauris rhoncus, magna vitae laoreet imperdiet ligula.

CONCLUSIONS

Point number one can go here.

Point number two can be addressed here.

Third point can be explained here on this line.

Final point can be made here.

REFERENCES

For more information, contact us. Your Contact Information goes here or you can place your references or other information list. This goes in the references section.

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Insert the Title of the Poster Here

*Names of Researchers
Name of Institution can be placed here*

**Introduction**

Insert your text here. You can place your organizations logos on either side of the title of the poster.

Insert your text here. You can place your organizations logos on either side of the title of the poster. Remember, you can change template colors to suit your own taste or institution colors. The graphic can be replaced with several smaller graphics. Insert your text here. You can place your organizations logos on either side of the title of the poster. Remember, you can change template colors to suit your own taste or institution colors. The graphic can be replaced with several smaller graphics.

**Objectives**

Insert your text here. Remember to size your font to fit your information into the space. The larger your font, the easier it will be for others to read your poster.

- Objective one
  - Sub point
- Objective two
- Objective three
- Objective four

**Methods**

Insert your text here. You can place your organizations logos on either side of the title of the poster. Remember, you can change template colors to suit your own taste or institution colors. The graphic can be replaced with several smaller graphics.

**Chart or Graphic title here**

![Chart](image_url)

- North
- East

**Conclusion**

Put your information here. Remember to size your font accordingly.

- Point one
- Second conclusion
  - Sub point
- Next interesting point
  - Sub point
  - Sub point
- Last point of interest
  - Sub point
  - Sub point
  - Sub point

**References**

Insert references here

Funding Source: these gracious people listed here