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
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
## Abstract
Insert your text here. Remember, you can change your font size to fit your data. In general, the larger your font, the easier it is for others to read.

## Methods
Insert your text here.

## Results
Insert your text here. Remember, the template is only to get you started, and can be changed to suit your unique needs.

## Conclusion
Insert your text here. Remember, the template is only to get you started, and can be changed to suit your unique needs.

## Objectives
Insert your own information here. Remember, you can change the template colors to suit your own taste.

## References
Insert your references here
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 consectetur odio blandit elementum. Morbi id ligula ac ligula adipiscing iaculis.
  Curabitur hendrerit metus quis augue. Mauris rhoncus, magna vitae laoreet imperdiet ligula.

STUDY AIMS
1. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam in diam consectetur odio blandit elementum.
3. Curabitur hendrerit metus quis augue. Mauris rhoncus, magna vitae laoreet imperdiet, ligula dolor hendrerit quam, sit amet mollis

RESULTS

Literature Review
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam in diam consectetur odio blandit elementum. Morbi id ligula ac ligula adipiscing iaculis.
1. dignissim at, mollis ut, diam. Nulla facilisi.
2. dignissim at, mollis ut, diam. Nulla facilisi.
3. consequat odio blandit elementum. Morbi id ligula ac ligula adipiscing iaculis.
4. odio blandit elementum. Morbi id ligula ac ligula adipiscing iaculis.

Interview Data
Mauris rhoncus, magna vitae laoreet imperdiet ligula.

METHOD

Literature Review
Multiple types of documents were reviewed:
1. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam in diam consectetur odio blandit elementum.

Family Member and Consumer Interviews
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam in diam consectetur odio blandit elementum. Morbi id ligula ac ligula adipiscing iaculis.

RESULTS CONT’D

Mauris rhoncus, magna vitae laoreet imperdiet ligula.

CONCLUSIONS

1. Point number one can go here.
2. Point number two can be addressed here.
3. Third point can be explained here on this line.
4. Final point can be made here.

REFERENCES

For more information, contact...
Your Contact Information here...
or you can place your references or other information in this area.
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. 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

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