Poster Design

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Adapted from a presentation by Ann Holstein
Why posters?

- Communicate main ideas of your work
- Easy to understand, visual format
- Stimulate interest & discussion
Qualities of a good poster

Readable

Legible

Well Organized

Succinct
Time

» Design takes time

» **Minimum** of 2-3 days of concentrated effort

» Leave space for items you don’t yet have
Unless you have plenty of time, don’t learn something new.

Use what you’re comfortable with!
Main message

» Short

» Focused

» Self-explanatory

» Prominent in your title
Capture your audience

» Less text, more graphics

» Clear main points

» Shift long explanations to a handout if they can’t be cut
Lay out your images

» Sketch out your poster on paper
» Check for sizing and spacing
» Limited space
Edit, edit, edit!

- People spend less than 10 minutes with your poster
- 10 seconds to capture attention
- Remove clutter!
Be sure you include...

» Title
» PI & authors
» Affiliations
» Departments
» School & institution names, logos, and addresses
» Abstract

» Introduction
» Materials & methods
» Results
» Discussion
» Conclusion
» Future directions
» References
» Acknowledgements
Layout & Design

Where to place items on your poster and how to make it look good
Arranging poster elements

» Vertically we read center → top → bottom
» Horizontally we read left → right
Arranging poster elements

» Place your content in order of importance as shown

» Center top position is always your title and name
Arranging poster elements

» Most people use 3-5 columns

» Use sections to make the information easy to follow

» Use blank space to highlight or offset information
Space

» Without space your reader has no visual pauses to think

» Leave space around sections and images

» Leave at least ½” margin around the poster
Element size

» Size shows emphasis

» The larger the element, the more the eye is drawn to it and the more important it should be
Font style

» Basic, sans-serif font such as Arial, Calibri, Heveltica, and Tahoma

» Avoid using multiple fonts

» Be aware of color
Font size

» Needs to be large; easily read from 4-6 ft. away

» Test by viewing on your computer at 100% zoom and stepping back
Font size recommendations

» **Title**: 60 pt bold
» **Authors & affiliations**: 48 pt
» **Section headings**: Color of your choice, 30 pt bold
» **Text**: Black, 24 pt
» **Figure, graph, & table captions**: Black, 20 pt
» **References & acknowledgements**: Black, 20 pt
» **Photo & image credits**: Black, 14 pt
Color

» Be aware of color contrast

» Use it to highlight important information

» Too much color or patterning will drive people away

» Dark backgrounds are fine but will cost more to print
Formatting

» Do not single space!

» Justify text

» Use bullet points to highlight important points or lists
Images, Graphs, & Tables

What makes your poster pop
Images

» 30% text, 40% graphics, 30% empty space

» Use color in your graphics

» Include captions

Figure 1. Health Centers
Images

» 4” x 5” photos
» 8” x 10” drawings
» Place related items close together and offset with white space

» 300dpi resolution
» Use .jpg or .png files
» Avoid .bmp & .gif
Graphs

» Avoid complexity and excessive numbers

» Use color to distinguish groups

» Avoid fine patterns
Tables

» Keep these compact

» Only use tables when they tell the story better than a graph

Table 4: Installed $R_{peak}$

<table>
<thead>
<tr>
<th>TOP500 Statistics — Installed $R_{peak}$ [Gflop/s]</th>
<th>USA/Canada</th>
<th>Europe</th>
<th>Japan</th>
<th>others</th>
<th>Total</th>
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<td>625</td>
<td>277.2</td>
<td>25553</td>
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<td>IBM</td>
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<td>3766.8</td>
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<td>57.0</td>
<td>13535</td>
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</tr>
</tbody>
</table>

Mannheim/Tennessee       June 10, 1999
Printing your poster

How to make sure it comes out the way you want
Saving your poster file

» Save files as PowerPoint or PDF

» If working on a Mac or in another program, save as PDF to ensure quality prints
Proofread and test print

» Have someone else read your poster

» Do a test print on regular paper: Print → scale to fit → letter size paper → landscape
Printing

» Freedman Center for Digital Scholarship

» FedEx in Thwing

» think[box]

» Remember it takes time for things to be printed! Turn in your file for printing a few days ahead of time to avoid rush fees.
Pricing

» Freedman Center for Digital Scholarship pricing

» Other places will charge significantly more for posters – sometimes over $100
Presenting

» Prep a short presentation to introduce people to your poster (3-5 minutes max)

» Enjoy your accomplishment

» Be enthusiastic

» Have fun!