

Designing a Research Poster

PLAN

Think about your target audience and key messages.

Then sketch out a rough storyboard to think about how to layout the information on a poster.

Think about the flow of information - will landscape or portrait work better?

Set the page size to be the same as the size you will print it (e.g. A0, A3).

TEXT

The important information needs to be readable from a distance. You can zoom to 100% on your computer and stand back to see the actual size.

Use dotpoints, numbering and headings to keep the text clear and easy to read. Use bold and italics for emphasis.

Avoid large blocks of text.

Use a sans-serif font (e.g. Arial or Helvetica). Avoid extravagant fonts and multiple different fonts.

As a guide, keep font size to 70-100 pts for headings, 40 pts for subheadings, and 24 pts for body text.

Remember - KEEP IT SIMPLE. Less is more.

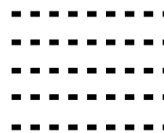
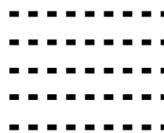
PRINTING

Save file as a PDF in the correct size.

Test print if possible, even if its a smaller size. Colours may print differently than they look on a screen.

Consider preparing handouts of the poster.

Short snappy title!

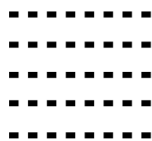


ABC



Hard to read

Too fancy



CONSISTENCY

Keep the same style of fonts, images and colours throughout the poster.

LAYOUT

Use white space effectively, don't cram everything in.

Aim for a word count of 300 - 800 words and chunk information into blocks or grids.

Don't put information too close to the edges of the poster, it may not print well.

Find a focal point to catch the viewer's eye.

IMAGES

Use images to help explain information visually.

Try for a 50/50 ratio of text and images. Diagrams, graphs and flowcharts can be useful.

Remove backgrounds, or use transparent backgrounds, to avoid white boxes around images.

Resolution is important. It may print out blurry if the image is too low quality. Aim for 300dpi and no less than 150 dpi.

Don't use copyrighted images without permission and proper attribution.

COLOUR

Don't use too many colours. Stick to around three colours, and use different shades of these.

Use complementary colours that don't clash or seem harsh on the eyes.

Use a plain/light background colour and think about contrast to make text easy to read.

Avoid unnecessary and distracting textures and decoration.