Poster Presentation Guide

I. Visual presentation
   A. Main Title should be at least 1½ inches tall
   B. Should be able to read text from 5 feet away
   C. Most important things are presented first
   D. Get the audience’s attention visually
   E. Keep aligned with straight columns
   F. Keep about 40% of the poster empty
   G. Limit the use of boxes and lines
   H. Keep items that go together close
   I. Use an easily readable font

II. Content
   A. Keep text simple
   B. Edit out anything distracting
   C. Use a hierarchy; like an outline in order of importance
   D. Ask yourself what the reader needs to remember
   E. Include an introduction stating what you did, how you did it
   F. Include supporting facts
   G. Conclusions come last
   H. Be informative but brief

III. Appearance
   A. Maintain a 2-3 color scheme
   B. Colors that are close on the color wheel go well together
   C. A neutral or pale background makes the poster look professional
   D. Use bright colors sparingly
   E. Use meaningful, quality images
   F. Give titles to visuals
   G. Simplify charts and graphs
   H. Use bold lines in graphs to be seen from a distance
   I. Don’t place all the visuals on one side of the poster