

Rules for Making Posters

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- Entice the viewer with clarity, simplicity, and pictures.
- Focus on 3 points or less. If you can get across even 1 point clearly and quickly to your viewer, your poster is successful. Remember that you will be there to answer questions and fill in details. Make use of one-page printed summaries for viewers who are interested in more detailed information, and give your contact information on this page.
- Lengthy poster titles discourage viewers! Titles should be brief, informative, and interesting.
- Text should be readable without strain from 1m. Height of TITLE text should be about 100 point (3 cm) and height of BODY TEXT should be about 30 point (0.8 cm). Figure labels should be a minimum of 24 point (8 mm). See if you can read it from 1 m distance.
- Use simple san serif fonts such as Arial, Helvetica, Univers or Avant Garde. These are proportionately spaced and conventionally shaped so will not distract from the information they describe.
- Avoid abbreviations and jargon. Avoid all but the simplest tables. No one will read a table with 10 columns and 25 rows.
- Because all graphs should be large, information on graphs should be limited, and labels should be short. Specify measurement units.
- Plan the poster to be read in sections from left to right and top to bottom. Each section should be easily read while standing in one spot.
- Colour keys used consistently throughout the poster make information easier to follow.
- Avoid using photographs as a background for text or figures.
- If your poster has more than 300-400 words, you have too much detail.
- Give an executive summary or abstract of 50 words or less at the start of the poster. What is the question or problem, and what have you achieved in answering it?
- Put a small, clear photo of yourself on the top right of the poster so people will recognize you.
- Images should ideally be scanned at the size that they are to be used on the poster (not scanned and then dragged to the appropriate size). Most poster printers can't process higher than 300dpi, so there's no point scanning at a resolution higher than this.