Goals
Capture the viewer’s interest, inform them, and lead to deeper conversation.

This poster, and the following tips will help you meet this goal:

• Logical flow
• Readable fonts
• Visually pleasing
• Effective balance of graphics, text and white space
• Informative, but not overloaded

Follow these tips to make your poster engaging and informative.

Fonts & Sizes
Fonts help attract viewers, and differentiate between different parts of a poster.

Follow these guidelines for font sizes:

• Titles – 72 point
• Section Headings – 40 point
• Body Text – 28 point
• Captions – 24 point

Font styles are important too. Too many and it’s distracting, too few and it’s boring. Use 2 to 3 fonts per poster. Follow these guidelines for font styles:

• One Sans Serif – Titles and Headings
  • Arial
  • Helvetica
  • Tahoma
  • Verdana
• One Serif – Body Text and Captions
  • Times New Roman
  • Garamond
  • Palatino

Text over color can be challenging to read, so be mindful when choosing colors.

Layout
The following will improve flow and create visual interest:

• Z formation
• Bullet points, rather than chunks of text
• Columns and headers
• Background
  • Colors
  • Transparency/watermarks
• Borders and separators
  • Text boxes
  • White space
• Graphics
  • 60% graphics + 40% text
  • Topical images
  • High resolution (150 dpi or higher)
  • Insert objects (don’t copy and paste)

Sections
Project Description
• What did you do?
• What was the problem or research question?

Methodology or Process
• What steps did you take?
• How did you conduct the research?
• What did you use to complete the project?

Outcomes or Conclusions
• What did you discover or complete?
• What were your deliverables?

Impact or Next Steps
• What did the project mean for the sponsor?
• What does the project mean for the community?
• What is now possible because of your project?
• What are the next steps for expanding this project or research?

Software
Don’t use a word processing tool when designing a poster, it poses difficulties for creation and production. Instead, use:

• Microsoft PowerPoint
• Open Office Impress
• Adobe Illustrator
• Adobe InDesign
• Etc.

Online websites can be used to make posters, just make sure the output is large enough for quality printing.

Acknowledgements
Acknowledgements allow you to give a shout out to those who deserve it. Include:

• Sponsors
• Mentors
• Collaborators
• Your name, degree and program (and your groupmates)
• OSU/OSU-Cascades
• Citations if necessary