

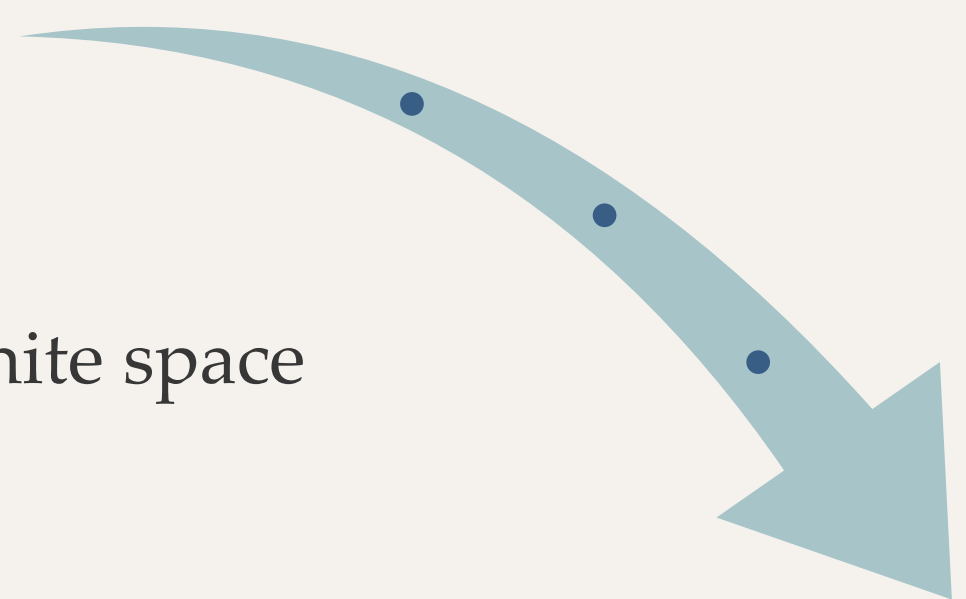
POSTER BEST PRACTICES

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

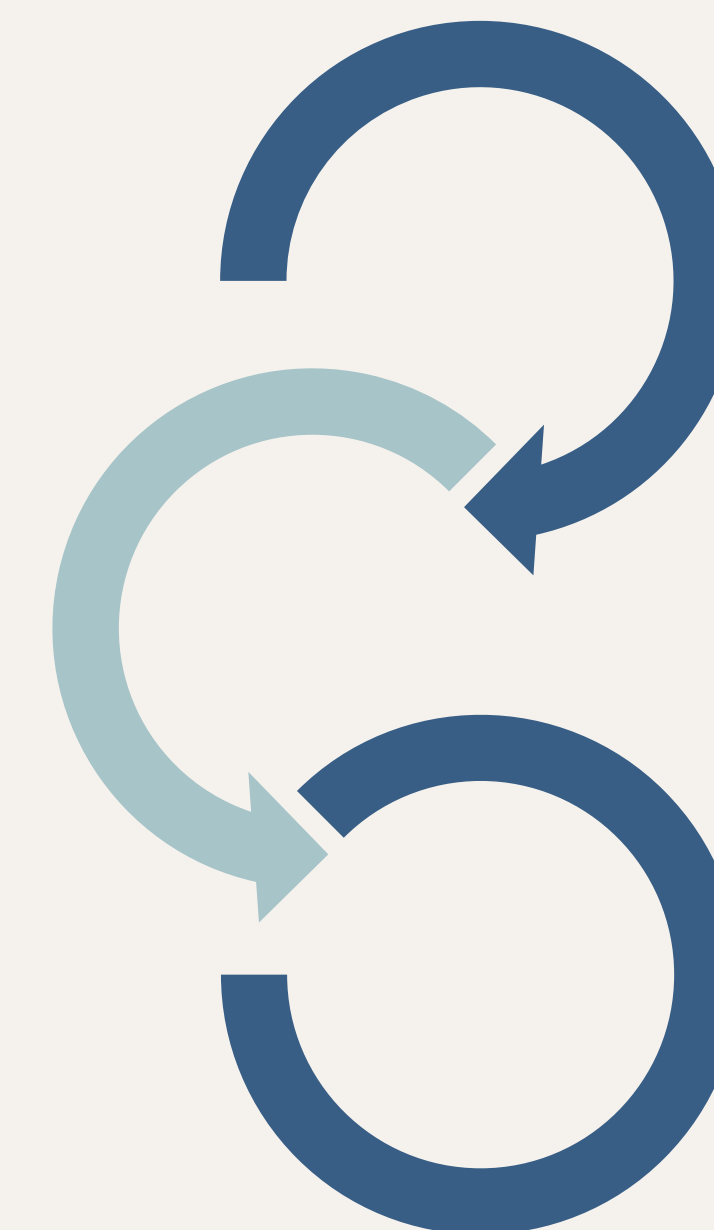


Follow these tips to make your poster engaging and informative.

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)



Fonts & Sizes

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

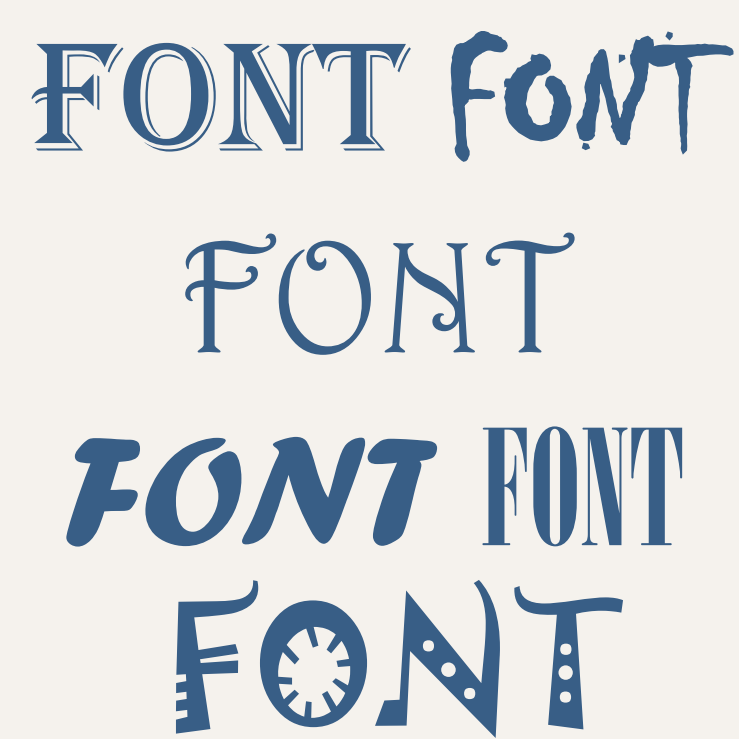
Follow these guidelines for font sizes:

- **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.

Sections

Project Description

- What did you do?
- What was the problem or research question?

Methodology or Process

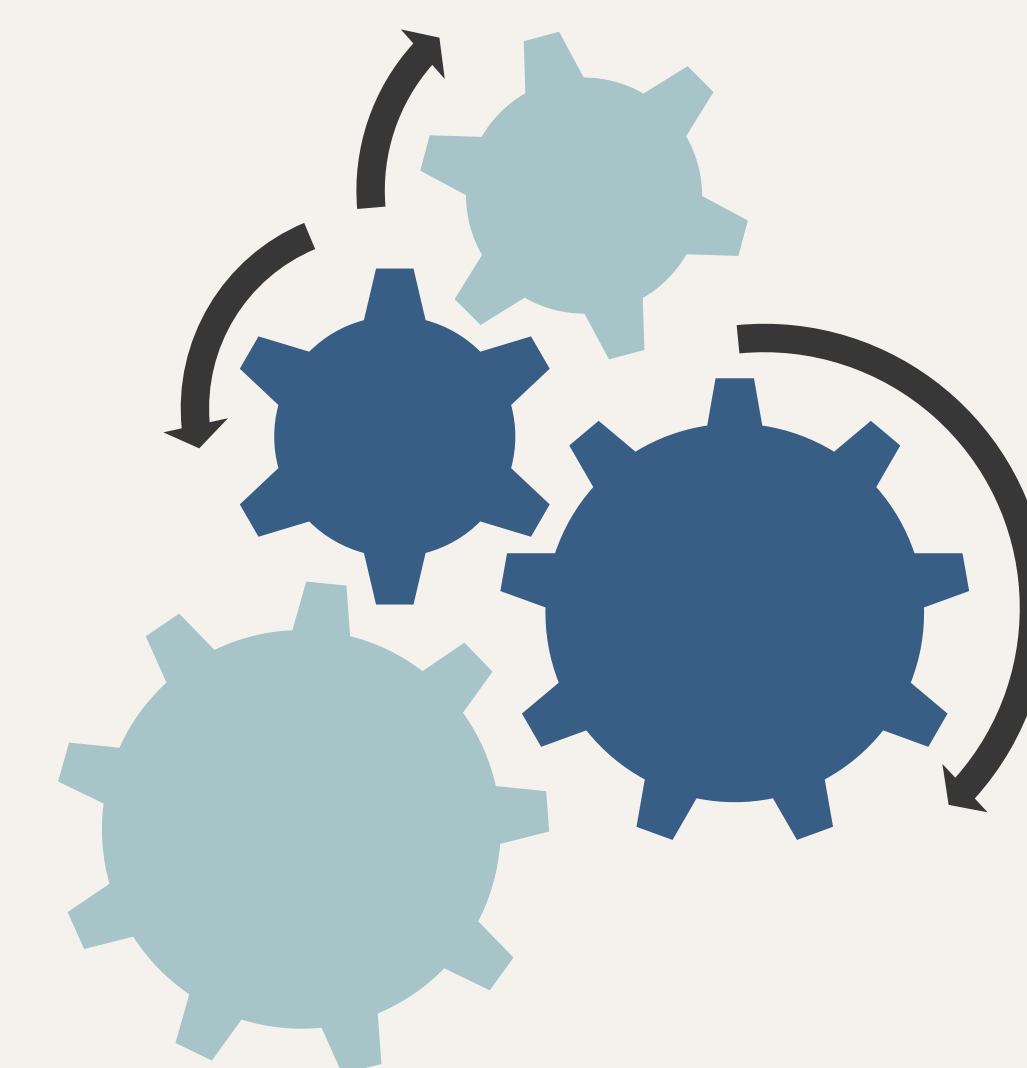
- What steps did you take?
- How did you conduct the research?
- What did you use to complete the project?

Outcomes or Conclusions

- What did you discover or complete?
- What were your deliverables?

Impact or Next Steps

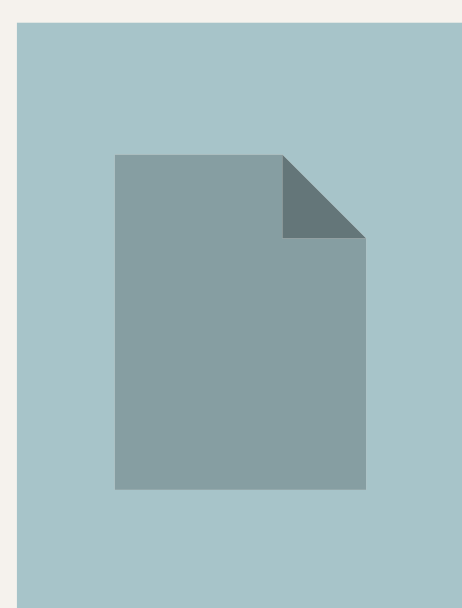
- What did the project mean for the sponsor?
- What does the project mean for the community?
- What is now possible because of your project?
- What are the next steps for expanding this project or research?



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

