

Poster Size

Recommended dimensions for your poster are 42" high x 84" wide. Smaller is acceptable, but not larger.

Visual Design Tips

Make it Visual: Consider ways to present your points with more than words. Examples include drawings, photographs, charts, graphs, and x-rays.

Arrangement: The poster should have a definite sense of direction and should match the logical flow of information. Your poster should generally read from left to right, following the outline. Use lines, frames, contrasting colors, or arrows to call attention to important prints.

Lettering: Select a clean, simple letter font/style and use it consistently throughout the poster. The smallest letters should be at least ¼" tall (18 point) and easy to read. Use both upper and lower case letters (do not use all capital letters) especially in body copy.

Colors: Use no more than 4 colors. Emphasis and harmony are lost if too many colors are used. Color can help to highlight sections or point out similarities

Avoid Clutter: Overcrowding is a problem with poster design. While accuracy is important, your poster should stimulate interest, rather than provide complete details.

For More Tips & Resources, Please Visit:

- <https://colinpurrington.com/tips/poster-design/>

Tables, Graphs, Charts

- Use tables to show relationships between categories of ideas. Make sure columns are not too narrow, too numerous (avoid more than 3-4), or too long.
- Use number tables only when simpler visuals like graphs or charts will not get your point across.
- Use graphs to clarify and emphasize the key relationships between facts and figures.
- Use graphs to communicate ideas – not to just “dress up” your poster.
- Make sure graphs are precise, clearly labeled and placed where they will be most meaningful/useful for your viewers.
- Each kind of chart presents data in a particular way and for a particular purpose: pie charts compare relative parts that make up a whole; line charts are ideal for depicting trends over time, or the distribution of one variable over another; area charts emphasize quantity over volume; and bar or column charts compare the progress of one variable over time.