

INL 370 notes - Academic poster

- The poster should not be a marketing poster but should inform the audience about the information product we will be creating
- Font should be big enough to read on A4 but the printed poster will be on A5
- The poster should convey a single image (meaning)
- Always have graphics (Data visualisation)
- Define message in title
 - The title should be descriptive enough
- Satisfy 3 categories of readers
 - People in field of expertise (do not patronise though)
 - People in related fields (content should entice them)
 - People in unrelated fields (They should be able to understand the content)
- Planning
 - All schedules with enough time for printing mistakes, final reprint and peer review.
- The poster should tell the full story while being simple.
- Column design
 - Leave white spaces between paragraphs for better readability
 - Work in paragraphs
- Include options on figures (numbers, graphs and explanations)
- Have good quality graphics
 - No useless figures
- Use colour effectively
- Have contact details at the bottom of poster in case the readers will have any questions or want more information.
- Title should be between 8-15 words
- No abstract needed for this poster
- The introduction and conclusion should be equal lengths (balance them)
- The results section is always bigger
- Referencing: Havard

- Include QR code with digital poster

For engagement

- The poster could have 3D elements for senses if possible
- Can also include a Feedback form for additional information from the audience.