Poster Etiquette.

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Agenda

Objective: Designing Effective, Engaging Scientific Posters.

01. Why does that Matter?

02. Color.

03. Pictures v. Words.

04. Balance & Symmetry.

05. Text.

06. Font Choice & Readability.

07. Logical Flow & Sections.

08. Proofreading.

09. Q&A.

Design Matters.

- Posters communicate complex info quickly and clearly.

- Good design attracts viewers and enhances understanding.

- Poor design can confuse or deter your audience.

Color.

- Choose a simple and consistent color palette (2-3 colors).

- Use colors to create contrast and highlight key areas.

- Avoid overly bright or clashing colors that tire the eyes.

- Follow accessibility guidelines for color blindness.
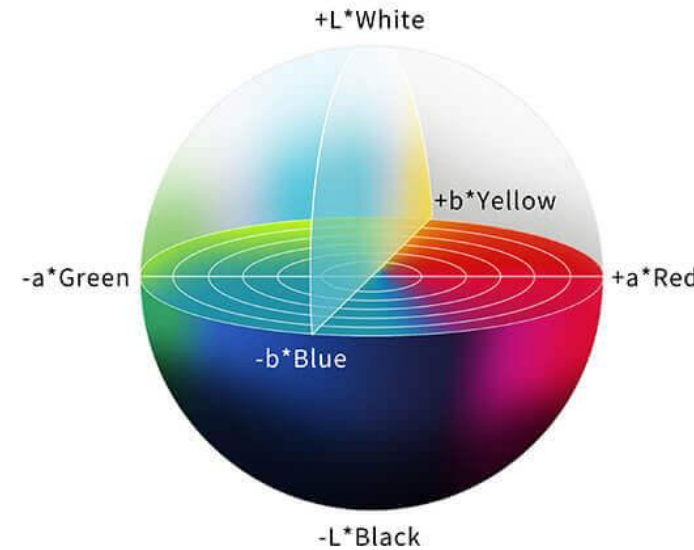
Pictures v. Words.

- Use visuals (charts, graphs, images) over blocks of text.

- A picture can communicate complex data faster than words.

- Keep captions clear and concise.

- Ensure images are high resolution and relevant.

A PICTURE IS WORTH A THOUSAND WORDS

Balance & Symmetry.

- Organize content evenly for visual harmony.

- Use columns and grids to align text and images.

- Avoid overcrowding; leave sufficient "white space."

- Symmetry helps the eye flow naturally across the poster.

Text.

- Use short phrases and bullet points instead of paragraphs.

- Focus on key messages and results.

- Use readable font size (at least 18-24 pt for body text).

- Avoid jargon to keep it accessible to broad audiences.

FoNt ChOIe & ReaDabiLity.

- Select sans-serif fonts like Arial or Calibri for clarity.

- Use consistent font style throughout the poster.

- Limit font types to two maximum (one for heading, one for body).

- Make titles and headings larger and bold for emphasis.
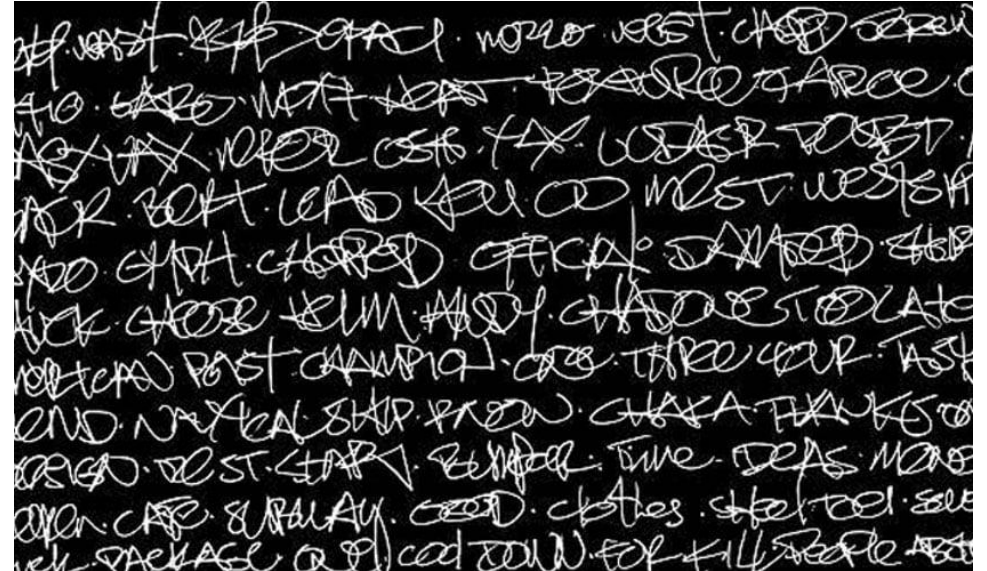
Logical Flow & Sections

- Arrange content in a clear sequence: title, intro, methods, results, conclusion.

- Use numbered or titled sections for easy navigation.

- Guide the viewer's eye naturally from top-left to bottom-right.

- Use arrows or lines sparingly to show flow if needed.

Proofing.

- Proofread for typos and formatting consistency.

- Print a test copy or preview at actual size.

- Check image resolution and color accuracy.

- Get feedback from peers before finalizing.

Q&A.

- Invite questions or share personal tips for poster presentations.

- Encourage practice and continuous improvement.