

DEVELOPING POSTERS

The design of an effective poster is a critical test of a person's (or team's) ability to communicate its project results. Making a good poster is a creative experience and requires considerable effort and attention to detail. It is strongly encouraged that the poster material be designed in a way that they can also be presented on a WEB page. A poster should include: 1) title and authors' name(s) and major(s), 2) the objectives of the project, 3) the approaches taken, 4) the analysis/design, 5) the results, and 6) conclusions. Each of the sections should be numbered in sequence with large fonts to guide the reader through the poster

Posters should be carefully planned to ensure clarity and simplicity in conveying information. Three panels of poster boards 3-4 feet in height and 2 feet in width should be used. Arrange for a heading including a title, author(s) name, and author(s) major(s) to be placed at the top in letters no less than one inch high. The body of the poster should be self-explanatory and should include figures, tables, graph, maps or photographs displayed in well-organized and coherent sequence from top to bottom, panel by panel. Each illustration should be captioned. Do not crowd the display. All materials, including text legends and captions on figures or tables, should be legible from a distance of about 4 feet. It is recommended that only thumbtacks be used to attach material to the board.

Some general guidelines on developing the poster material:

1. Decide on the conclusion and build the poster around that.
2. Make visual impact a high priority. 90% of the success of a poster depends on visual impact. Mount each section on colored construction paper. Use a lot of diagrams, graphs, charts, tables and pictures. Don't use too many colors.
3. Use large fonts - at least 18 points for headings and 14 points for texts. Use a simple font, not some ornate script that is hard to read. The poster should be readable from a distance of 4 feet.
4. Write succinctly. Use outline format and brief sentences. Avoid crowding too much text into a single sheet. Objectives and conclusions are especially important.