



Poster Planning

Who is your audience?

How much do they know about the topic?

Tip: People can really only think on a few new ideas at a time, design with that in mind.

What is the research question/
project objective?

What is the purpose and the main message?

Tip: Design all elements of the poster around this purpose.

Why would the audience care?

How do you connect your project to an audience member's life?

Tip: When shared with random people, your answer should resonate.

Essential Methods/
Results

What methods and results are needed to tell your story?

Tip: If the methodology is standard, summarize it in a sentence. Graph all data.

Key takeaways

What did you learn from this experience (good and bad)? Areas for future study?

Tip: Leave room for references and acknowledgements.





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Design concepts that will make your poster stand out and be effective:

- Before you start, decide on the size of the poster following event guidelines and adjust your file (PowerPoint, etc.).
- Titles matter. Design yours to be bold, fun, and professional.
- Limit your poster to 500 words or less.
- Make all fonts 36 or larger (including graphs and figures).
- High resolution images only.
- If possible, use PNG files for images and graphs.
- 50-75 % of the space is blank or visuals.
- Less is more: colors, fonts, styles, etc.
- Bullets points over sentences.
- Light background colors and dark text.
- The entire poster should relate directly to your main message and research objectives.

Pro tip: Remember your audience will only be able to absorb a few concepts. Ask yourself each time you put something into your poster *if you really need it.*