

<http://www.swarthmore.edu/NatSci/cpurrin1/posteradvice.htm>

All posters should feature a title, your name, the name of the institution where the research was performed, and should credit others, as appropriate. The title lettering should be about 2" to 3" (5cm to 7.5cm) with subheadings 1/2" to 1" high (1.25 to 2.5 cm).

All lettering should be legible from about 5 feet (1.5m) away. Text material should be approximately 24 points (1/4"/.625cm).

Convert tabular material to graphic display, if possible.

Use color to add emphasis and clarity.

Make illustrations simple and bold. Enlarge photos to show pertinent details clearly.

Displayed materials should be self-explanatory, freeing you for discussion.

Posters with 1000 words are ideal

Use a **non-serif font** (e.g., Arial, Helvetica) for title and headings and a serif font (e.g., Palatino) for body text (**serif-style fonts** are much easier to read at smaller font sizes).

Do not "bullet" or otherwise punctuate section headers. The use of a larger font size for headers, coupled with a simple "bolded" format, is sufficient for demarcating sections.

The width of text boxes should be approximately 40 characters (on average: 11 words per line).

Avoid blocks of text longer than 10 sentences.

Whenever possible, use lists of sentences rather than blocks of text.

In general, avoid using red and green together, and opt to use symbols and patterns instead of colors whenever possible.

If you can add miniature illustrations to any of your graphs (e.g., as above), do it! Visual additions help attract and inform viewers much more effectively than text alone. Tables benefit from this trick as well.

Most graphing applications automatically give your graph an extremely annoying key that you should *quickly* delete if you can directly label the different elements (as above). Interpreting keys is sometimes very difficult, and you should do anything in your power to make your graphs easy on the brain.

Make sure that details on graphs and photographs can be *comfortably* viewed from 6 feet away. A common mistake is to assume that figure axis numbers, labels, figure legend) are somehow exempt from font-size guidelines. On the contrary, most viewers will read *only* your figures!

If you include a photograph, add a thin gray or black border to make it more visually appealing. Just remember not to overpower the image with an overly thick line. Choose a line color that is subtly pleasing but barely noticeable to the viewer.