

How-To Guidelines for Poster Set-Up

A clear visual grammar guides readers through your poster.

Your poster should ...

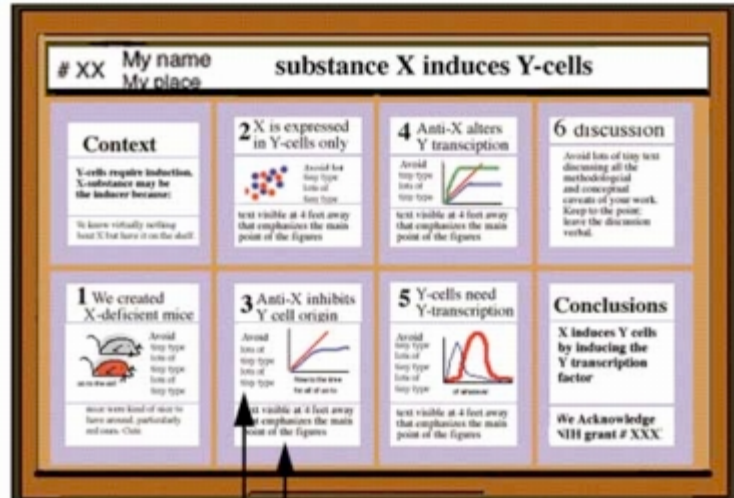
- **use a visual grammar** to guide readers to the important parts of your poster.
- **use a column format** to make your poster easier to read in a crowd.
- **use organization cues** to guide readers through your poster.
- **use "reader gravity"** which pulls the eye from top to bottom and left to right (Wheildon 1995).
- **use headings intelligently** to help readers find your main points and key information.
- **balance the placement of text and graphics** to create visual appeal.
- **use white space creatively** to help define the flow of information.

Text should be simple, direct, and large.

Posters are a [VISUAL MEDIUM](#).

- Minimize text - use images and graphs instead.
- Keep text elements to 50 words or fewer.
- Use phrases rather than full sentences.
- Use an active voice.
- Avoid jargon (depends somewhat on [AUDIENCE](#)).
- Left-justify text; avoid centering and right-justifying text.
- Use a serif font (e.g., Times) for most text - easier to read.
- Sans-serif font (e.g., Helvetica) OK for titles and headings
- Text should be **at least 24** point in text, 36 for headings.
- Pay attention to text size in figures - it must also be large.
- Title should be **at least 5cm tall**.

Minimize text and make it large!



Text is readable at a distance

>>CONSIDER THE ALTERNATIVES>>

Helpful hint: If you print your poster on a [STANDARD SHEET OF PAPER](#), you should be able to read all of it - including text in figures - comfortably. If you can't, your text is too small.

Use headings to orient readers and convey major points.

Headings - including the title, section titles, and figure captions - should ...

- Summarize** Use headings as opportunities to summarize your work in large letters. A hurried reader should be able to get the main points from the headings alone.
- Organize** Good headings are part of the visual grammar that helps move readers through your poster.
- Be Hierarchical** The more important the point, the larger the type.
- Be Bold** Make the strongest statements your research allows.

Creating Effective Poster Presentations:

<http://www.ncsu.edu/project/posters/NewSite/CreatePosterText.html>