

Poster Design Guide

A guide to producing effective and professional posters

This guide will help you to produce eye-catching and high quality posters which will effectively and clearly convey and promote your work.

What is the purpose of a poster?

A poster is a visual presentation of a written abstract and should be designed to:

1. Attract attention

The first thing that a poster needs to do is attract the attention of passers-by.

2. Convey your key messages

Once the poster has caught the attention of the viewer it should convey efficiently and quickly the information that you want people to know about your work.

Planning your poster content

Start by having a think about and writing down all the content that you would like your poster to contain, keeping in mind your target audience. Do not simply reproduce your written paper abstract in poster format.

Size

The poster board size is:
1189 mm (H) x 841 mm (W), AO size so your poster should fit within these dimensions and be designed **portrait** layout.

Poster boards **cannot** accommodate landscape.

Your poster should consist of the following sections in this order:

Title and subtitle

This section should highlight the poster title, the names of the people involved in the work and their organisation.

Background/Introduction/Aim

This should set the context and aim of your work and why this was undertaken. Include a brief overview of the project, stating what you set out to do, what you did, the main results and key findings.

Methods

This section should give a more detailed account of the methods used to achieve the aims.

Outcomes/results

This section should show illustrative examples of the main results of the work.

Discussion

This should include interpretation/discussion/appraisal of your findings

Conclusions

This should include impact of this work and any future actions planned.

References

Sources of information.

Content tips

- Your poster content should consist of a mixture of text and pictorial information so keep your text brief and your word count as low as possible.
- Develop your key points and create manageable chunks of text – people generally do not want to stop and read lengthy, densely packed blocks of text.
- Keep sentences to one or two points and keep paragraphs as short as possible.
- Write in a style that is clear, concise, and easily scanned by the reader.
- Structure your text by using headings and sections.
- Have some attention grabbers on your poster such as an eye-catching and interesting statement, striking photographs/graphics or a distinctive colour scheme.
- Please ensure you have obtained the relevant copyright permissions when using any images/text in your poster. All images/text must be appropriately acknowledged and referenced. (Please note if you do not have the relevant permissions we are unable to display your poster).

Design tips

- Use all the space at your disposal, but do not cram the content on your poster.
- White space is an important part of the layout, and good use of it can make a poster clear and eye-catching.
- Use colour sparingly – limited use of a few colours is more striking than a 'rainbow' approach.
- The flow of information should be clear from the layout

- Clearly label diagrams/drawings and provide references to them in the text where necessary.
- The title text should be readable from six metres away – at least 48-point text.
- The body text should be readable from two metres away – at least 24-point text.

Visual tips

- Visual elements such as photographic images, graphs, charts, diagrams, logos, or drawings help to attract and inform viewers much more effectively than text alone.
- Enlarge visuals so that they're easily viewed. Remember that your audience typically views your poster from three to five feet away. Use these distances when judging how legible all aspects of your visuals will appear.
- Make sure that any labels you use with the visuals are large enough as well. Font sizes for these labels should be between 30-36 points.
- Number and title each visual that you use and be sure to reference them in the text.
- Eliminate any non-essential information and try to emphasise the most critical information you wish to communicate.