

CREATING YOUR POSTER

COUNT THE WORDS

- Aim for 300-800 words
- Less is often more impactful

SIZE IS IMPORTANT

- Include key points
- Ensure font is easily read 6 to 8 feet from the poster

SPARK INTEREST

- Devise a short title
- Use plain language
- Convey one key overarching message or hook

MAKE IT EASY TO SCAN

- Use bullet points & numbered lists
- Include bold headers
- Communicate the message quickly and clearly

USE WHITE SPACE

- Layout should be clean and consistent
- Don't crowd the poster by including all the facts
- Present the poster versus decorate the poster

CREATE A STORY

- Use simple, appealing graphics, colors, and fonts
- Tie all elements of the poster together cohesively
- Try to get the viewer to say "tell me more"

MAKE SURE VIEWERS CAN FOLLOW UP

- Highlight author name and institutional affiliation
- Include acknowledgements and/or references
- Share information about where viewers can go to learn more
- Think easy links or QR codes