

A HOW TO GUIDE—BASED ON LAURA CONNAUGHTON'S PRESENTATION ON 8TH NOV 2018

POSTERS THAT GET NOTICED!

Posters are good for those who don't like public speaking. It allows you to interact with people who are interested in your topic. It is visible, accessible and can be viewed at any time at a Conference.

What makes a good poster?

- ◆ Interesting and well thought content.
- ◆ Flow and clarity.
- ◆ Easy to read typeface and size
- ◆ Correct spelling and nice layout.
- ◆ Attractive visually.
- ◆ No misspelling.

Steps / How to Start

- ◆ Start with an idea
- ◆ Browse online for inspiration
- ◆ Follow the guideline of the conference
- ◆ Look up conference themes.



Design process

Formulate and articulate your idea. Know your target audience. What do you want to achieve?

◆ **Content and words**

- Your message. Be concise.
- With a title.
- Ability to stand alone.
- Use a logical pathway.
- Not too much text.
- Tell a story.
- Include author(s), affiliation and contact details.

◆ **Layout and colours**

- Create a visual sequence.
- 2 or 3 main colours.
- White space is also good.
- Be consistent.

◆ **Typeface**

- Develop a hierarchy in your design's typography.
- 1, max. 2, typeface.
- Use spacing between lines.
- Use 'special effects': *italic*, **bold**,..
- Avoid acronyms.

◆ **Illustrative material**

- Photos, charts, quotes, icons,...
- Reference any images.
- Chose good resolution.

"Posters should be a visual representation, not long batches of text"

◆ **Feedback**

- Ask for feedback to different people.

... and draft, draft, draft