Poster Guidelines and Design Suggestions

Poster Sizes and File Types:

• The three standard paper sizes that the math department has in stock for poster printing are 24”, 36” and 42” wide. Regardless of whether the poster orientation is portrait or landscape, **one** side of your poster **cannot** exceed 42”.

• The poster board size currently available for mounting your poster is 36” x 48”. This can be trimmed based on the size of your poster. You are not required to have a poster this large.

• .pdf is ultimately the file format that will be used, however we can open/convert/read *just about* any file type in which you would like to create your poster.

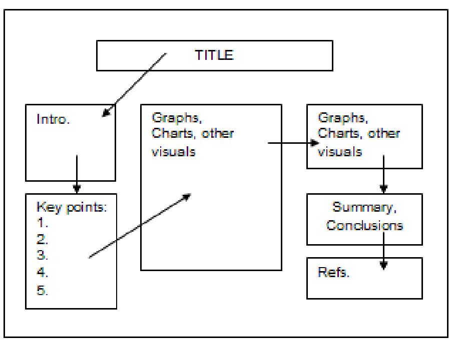
Design Suggestions

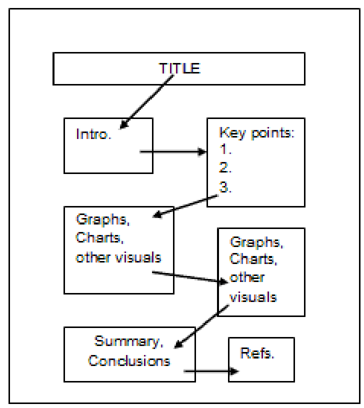
Who is your audience?

At poster sessions there is competition for audience attention. In the first few seconds your audience will determine whether to stay or leave. If they stay you have less than **30 seconds** to keep their attention by conveying an overall understanding of your subject matter.

What is your message?

A good poster will guide the reader through the project. Think about this in terms of design and laying out the parts of your poster. People tend to look “up to down” and “left to right” when reading a poster.





The size of all graphic elements should be determined by their relative importance and environment. Balance the space that is devoted to text, artwork, and white space.

Are your images appropriate for large scale printing?

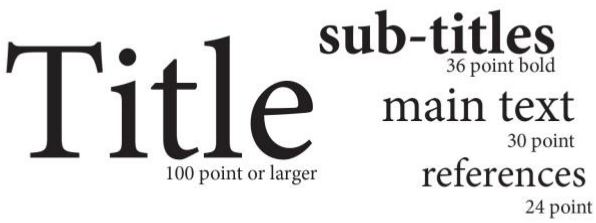
Be conscious of the images you select. Small, low-resolution images will be pixelated when printed large.

Font Madness

Don't

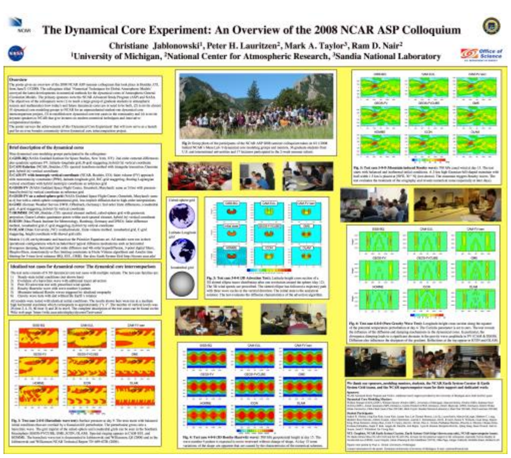
- go crazy with artsy fonts
- use more than 2-3 fonts on the poster
- use lots of different text sizes or colors.

Font Size Guidelines

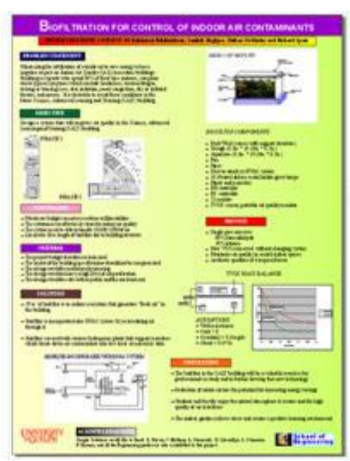


Color…Color…Color

When choosing colors for your poster, using 2-3 colors will give the best look. Too many colors make your poster look chaotic and unprofessional, but having no color makes it boring and plain.



Good example of multi color use

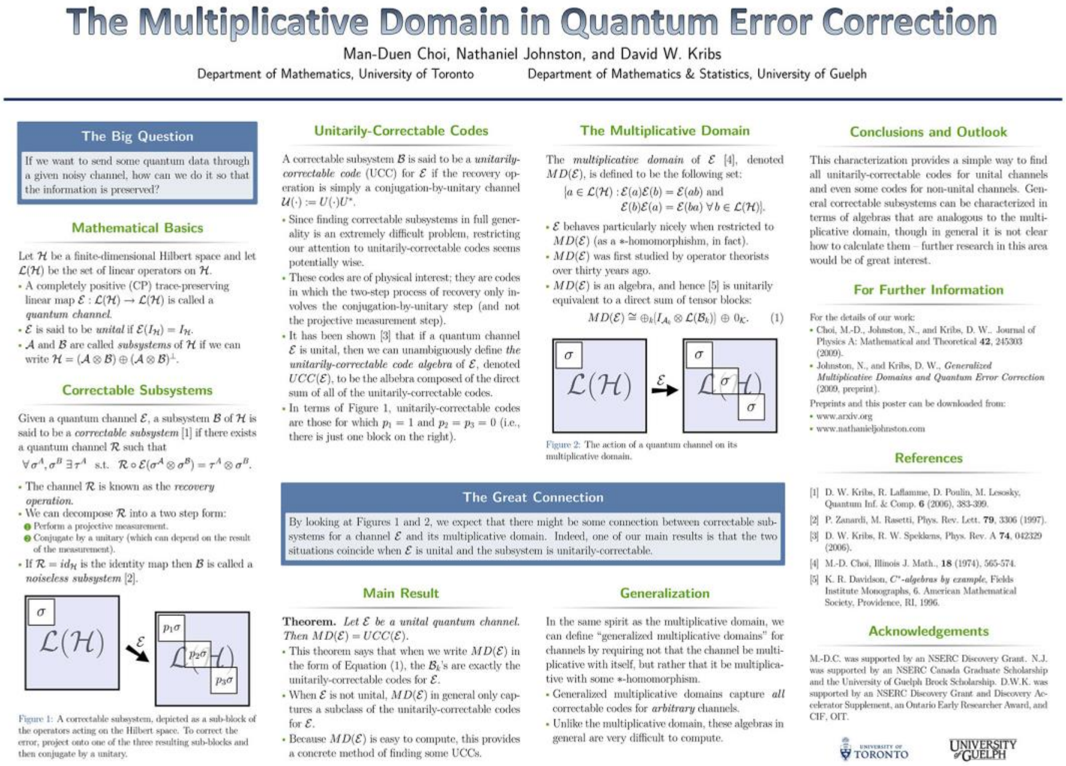


Bad example of multi color use

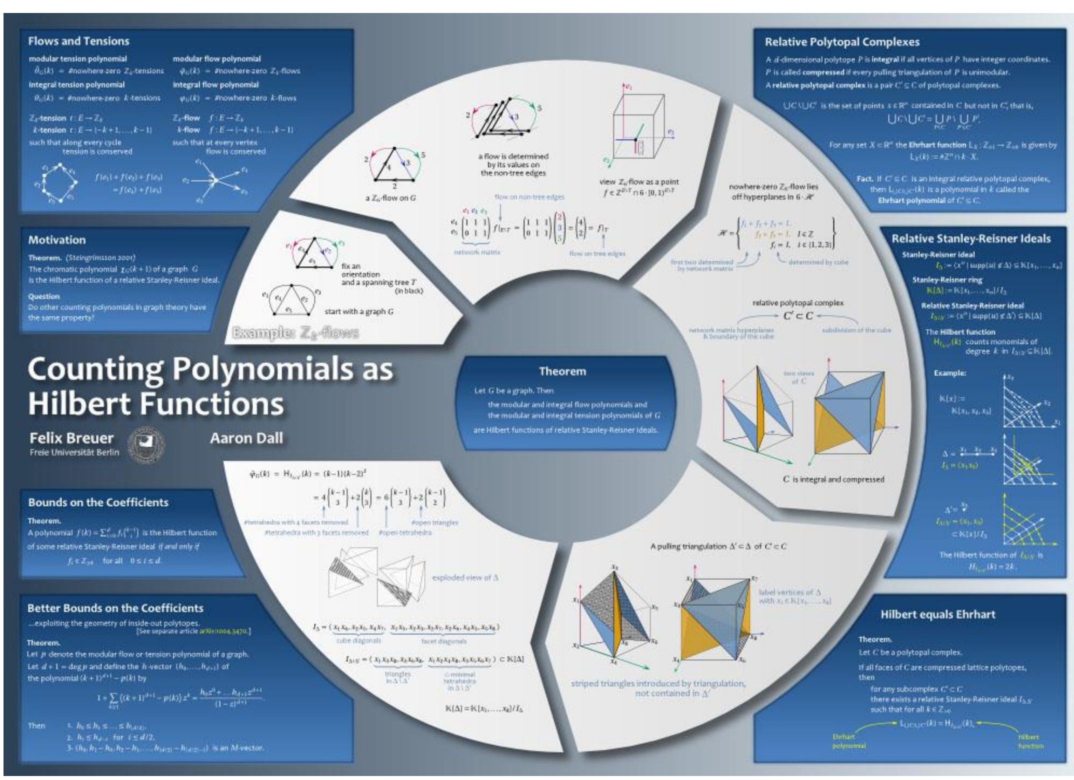
Other Tips and Ideas:

- Boxes around individual sections can be helpful – if it fits with the overall style you've chosen.
- Use clear headings.
- Simple flow charts provide visual interest and a lot of information to the audience.
- Avoid using a lot of text. Use images and white space to guide the eye of your audience through the poster.
- Avoid using ALL CAPITAL LETTERS in titles and text blocks.

Examples of 2 well-designed posters:



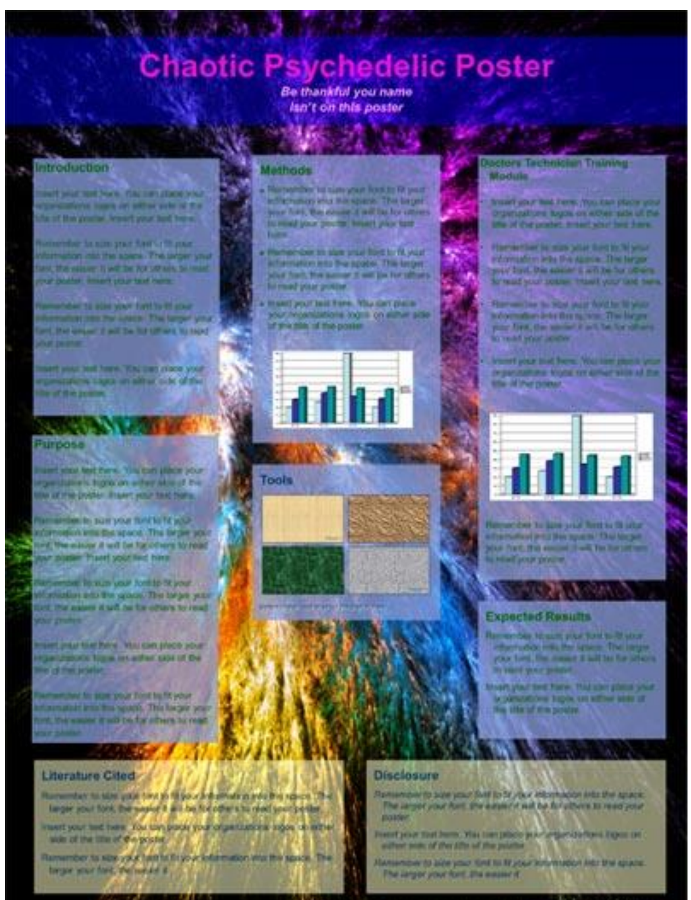
http://www.njohnston.ca/2009/08/latex-poster-template/



http://blog.felixbreuer.net/2010/10/24/poster.html

Examples of 2 poorly designed posters:

http://colinpurrington.com/tips/academic/posterdesign



http://www.makesigns.com/tutorials/poster-design-layout.aspx