

How to design a poster

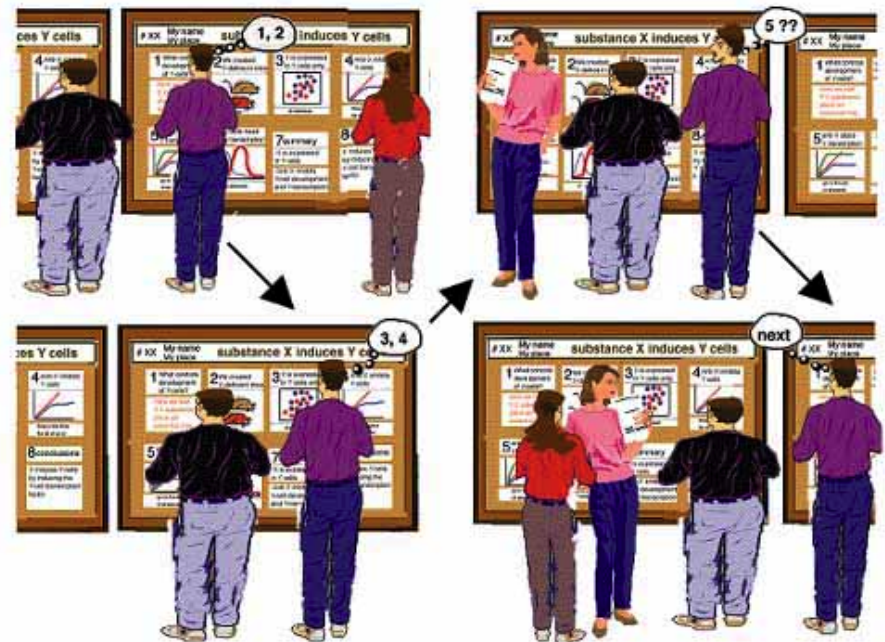
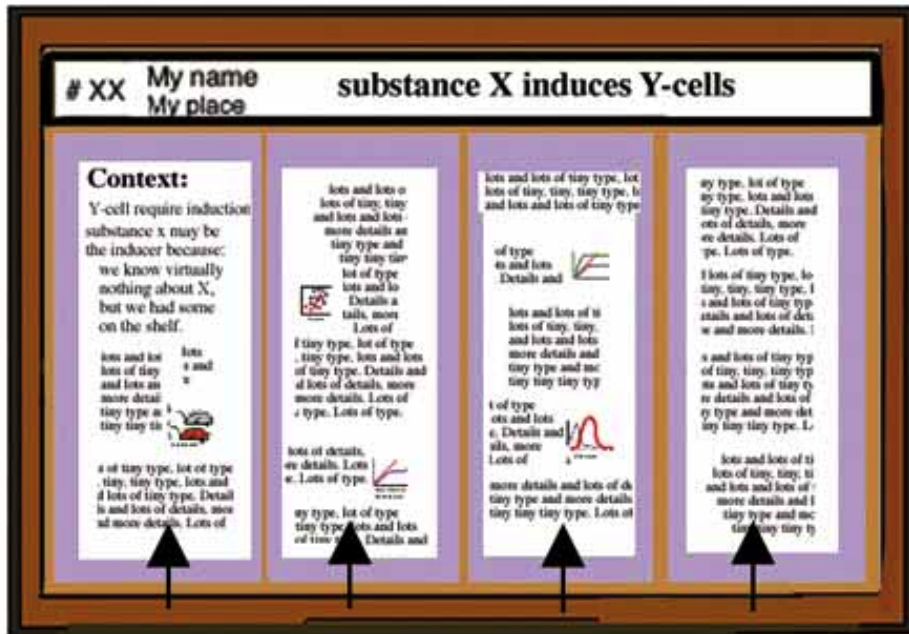
based on information by Kathryn Tosney

from the Society for Developmental Biology
web site

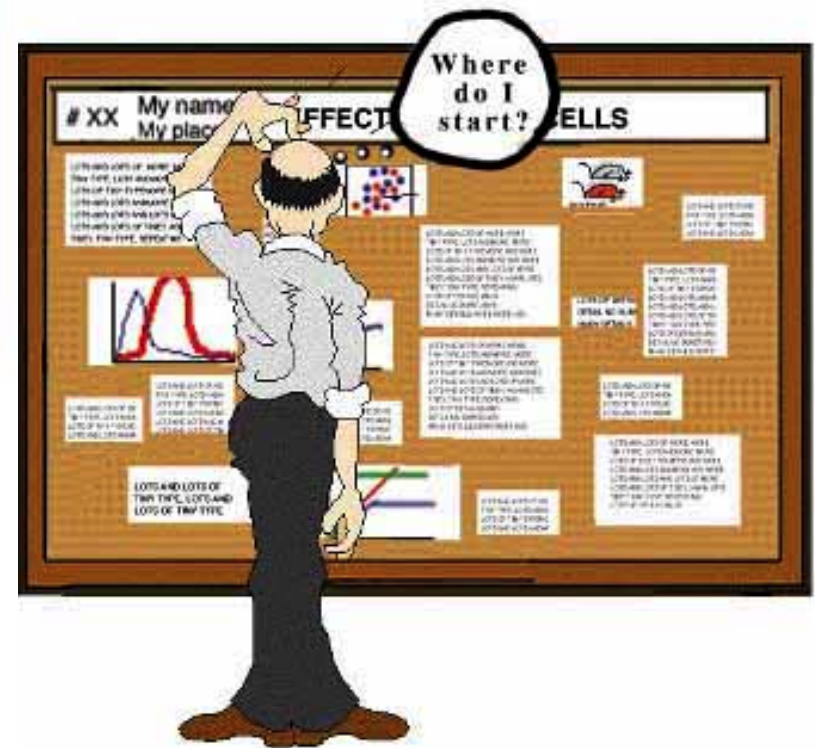
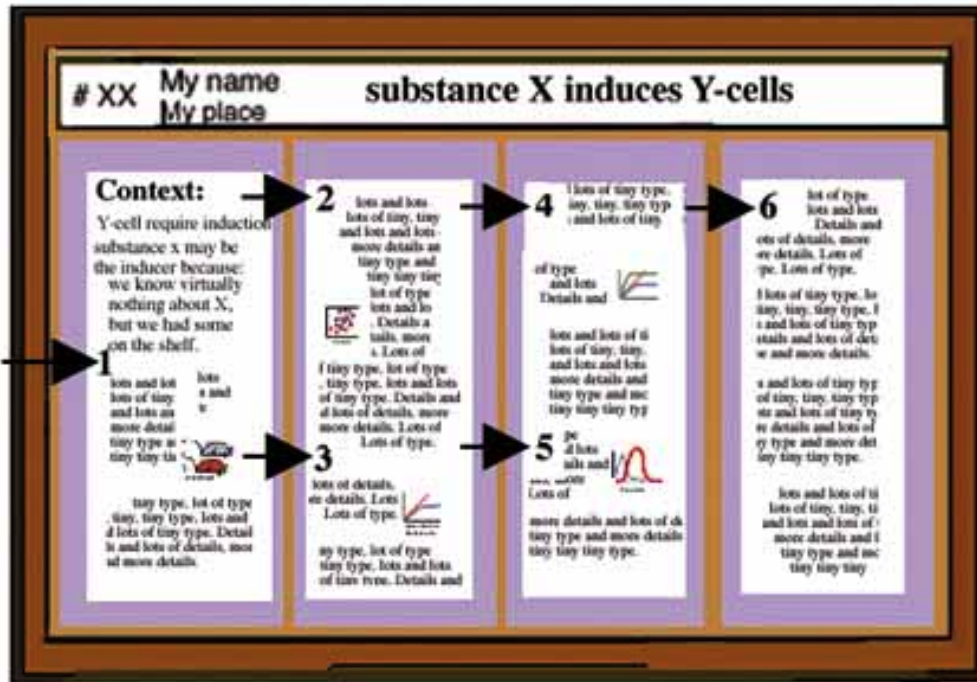
<http://sdb.bio.purdue.edu>

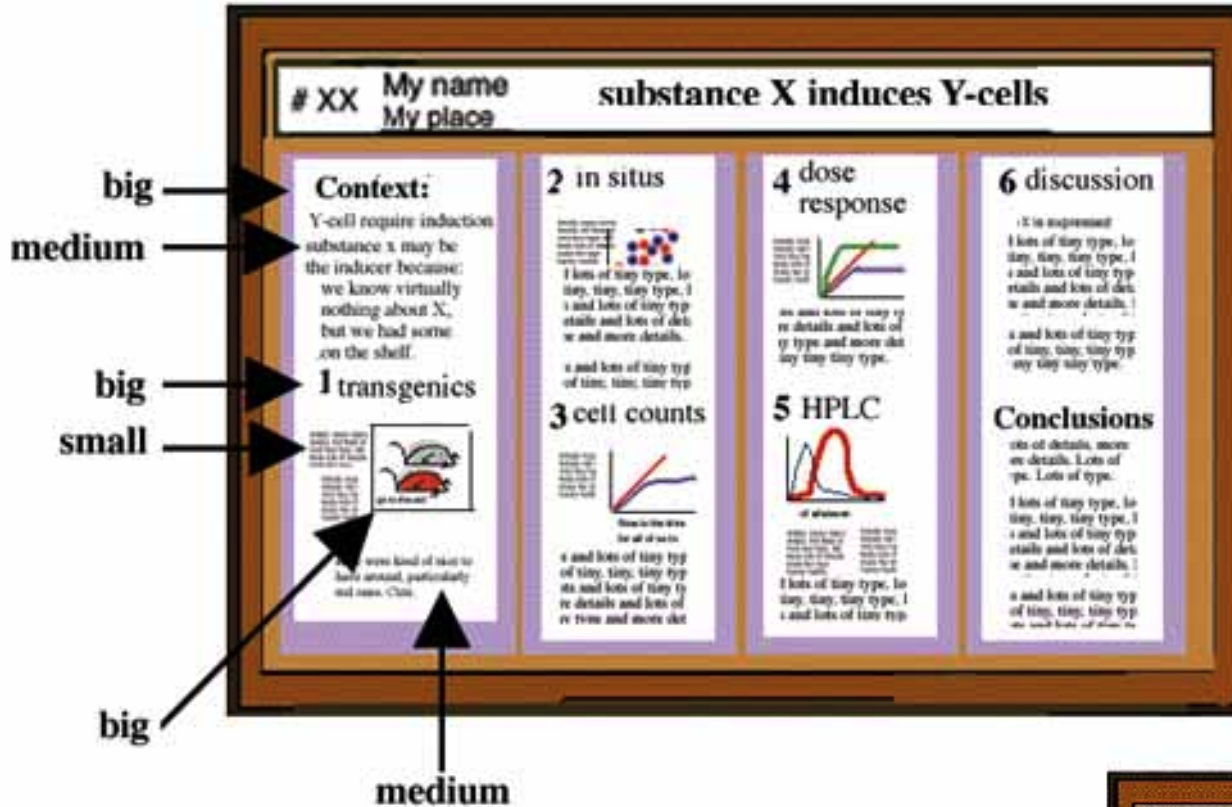
First, have good data.....

Layout in column format to allow smooth flow of the audience

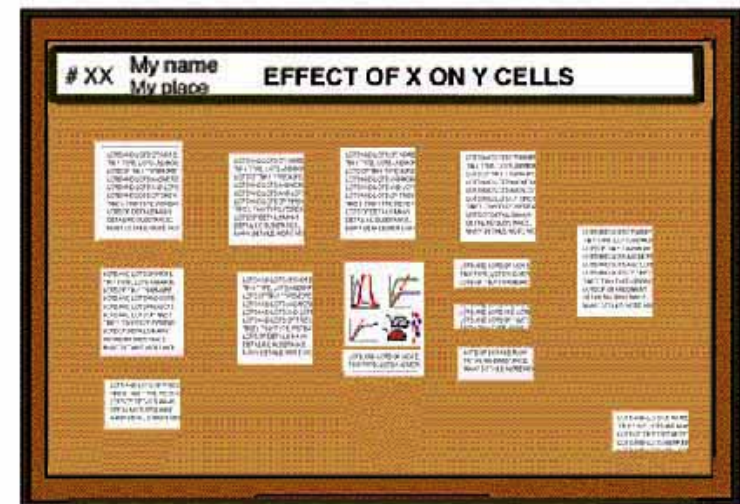


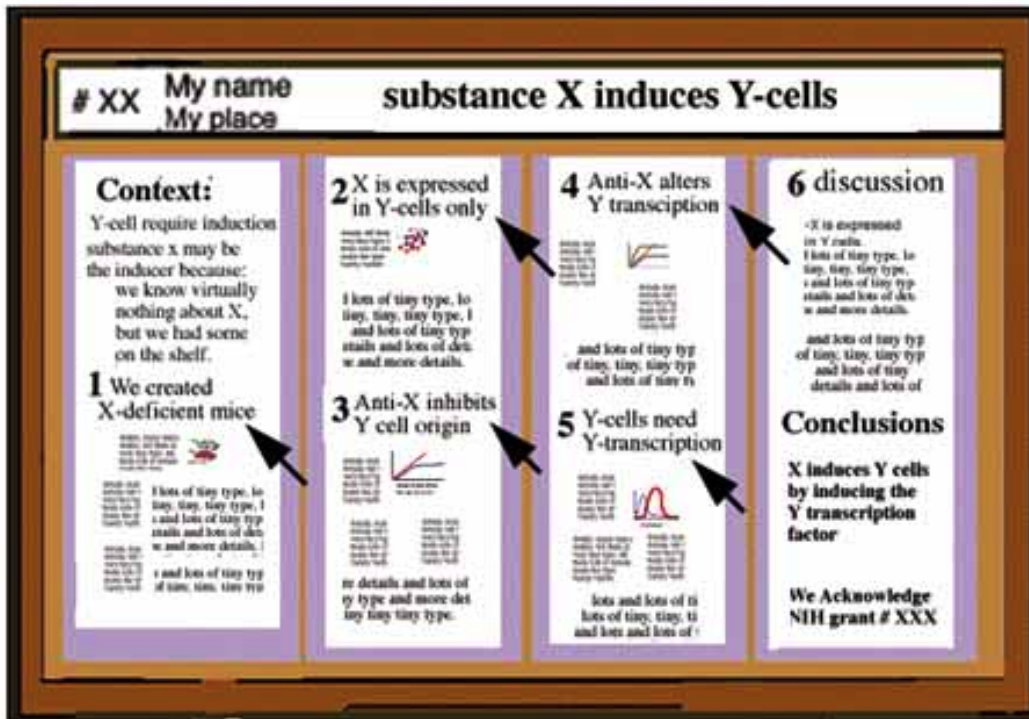
Indicate the sequence



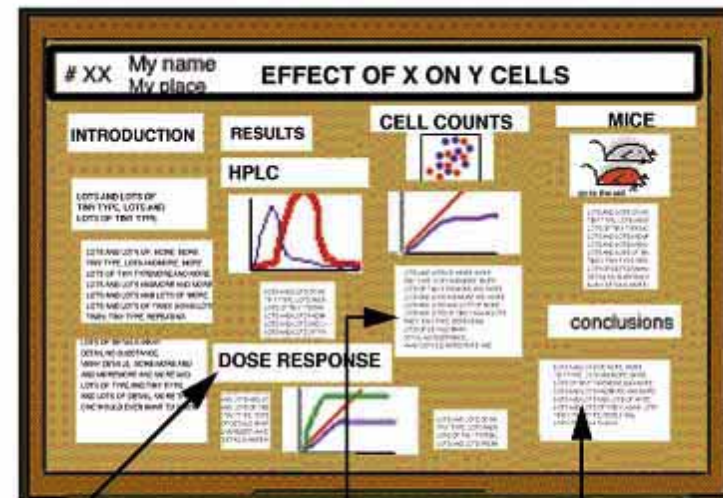


Use "visual grammer"
vary font size
choose readable font





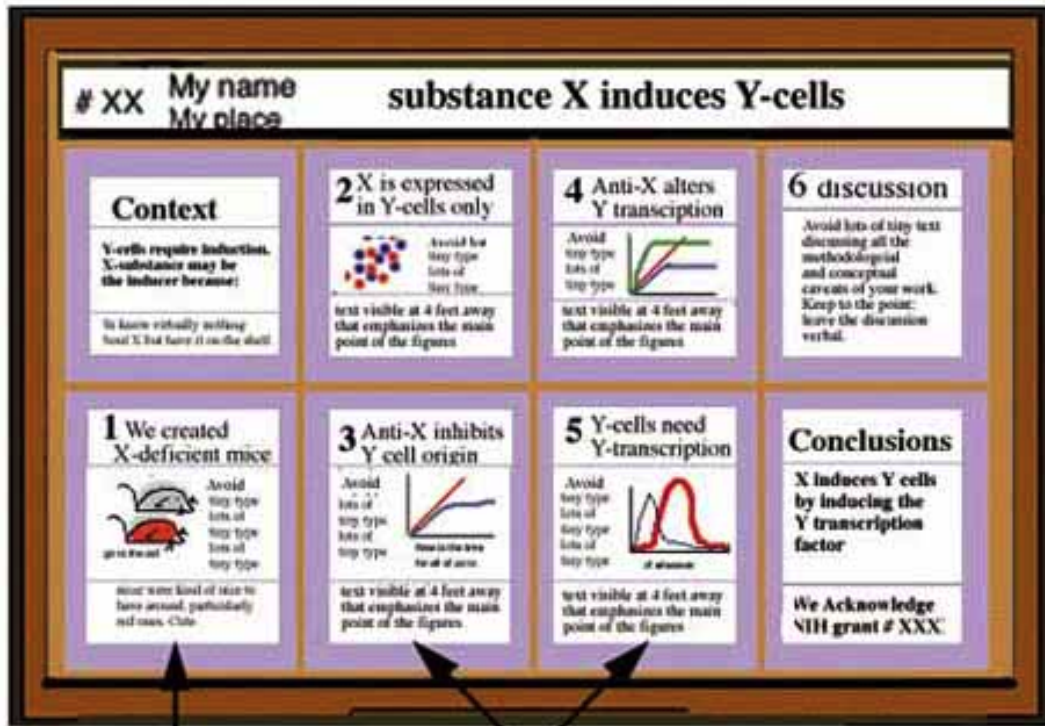
Emphasize important information



Large type states methods, not results

Results artfully buried in a methods description

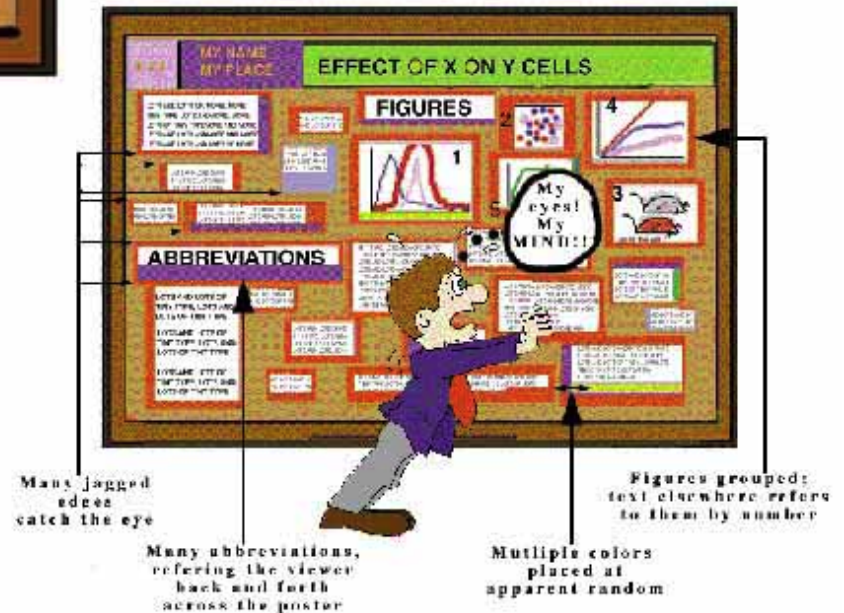
Carefully omits interpretations

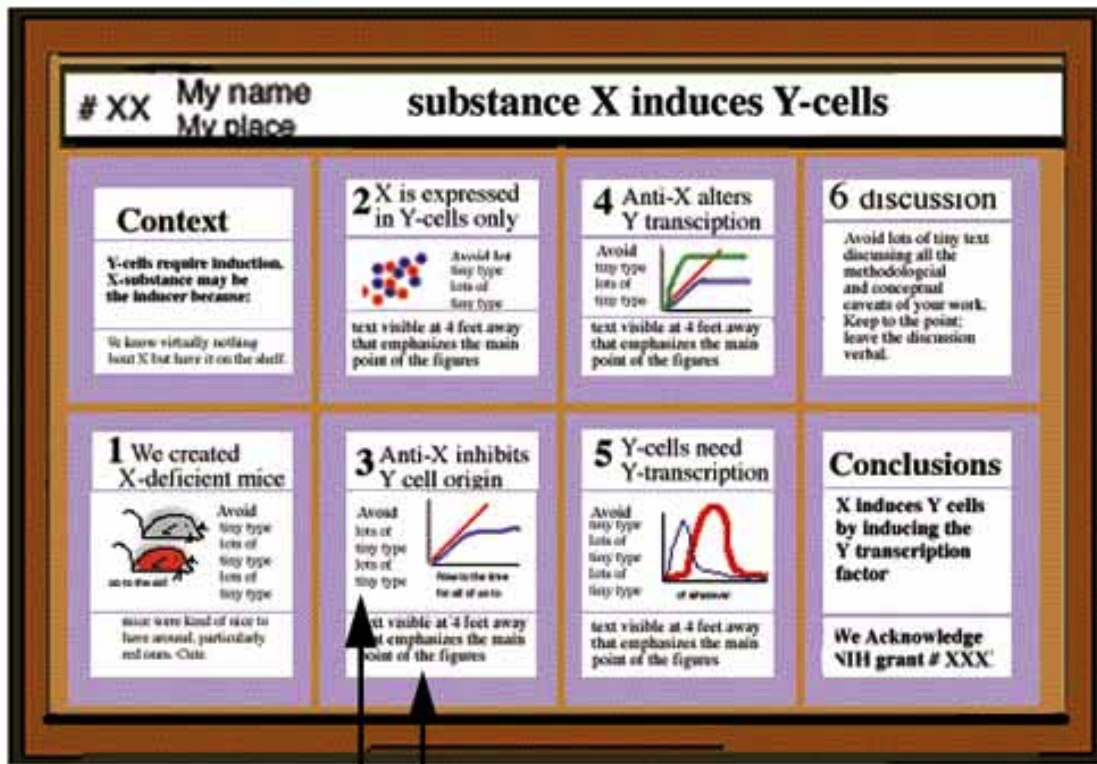


group material into units

visually separate the units

Avoid visual distraction



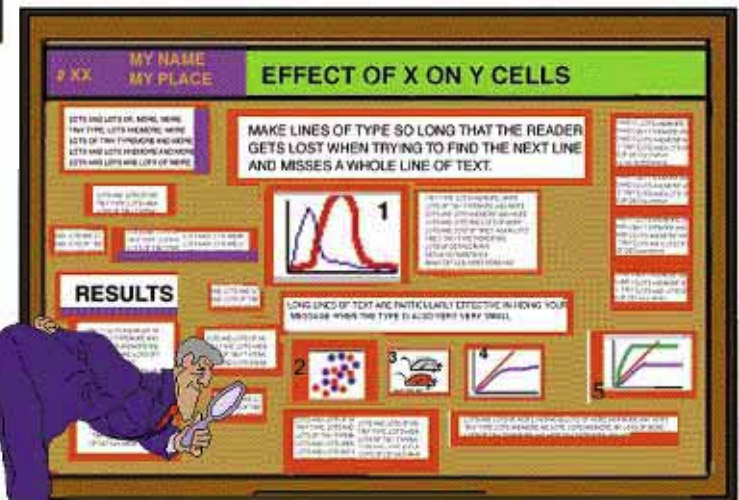


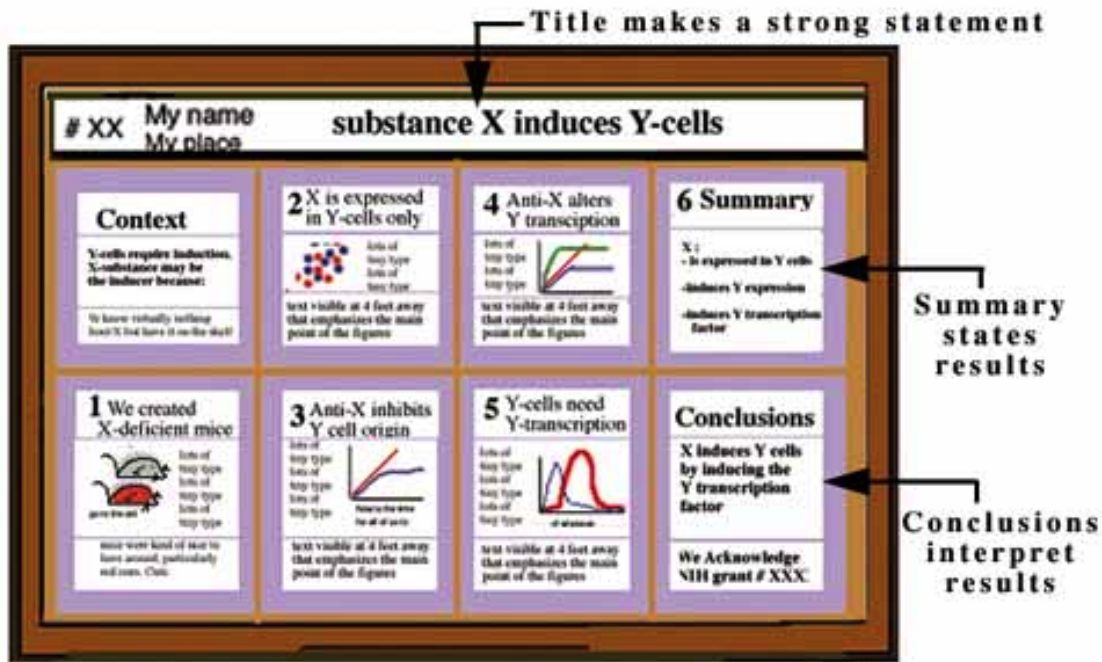
Text is readable at a distance

Stand back at least 4 ft when assembling your poster

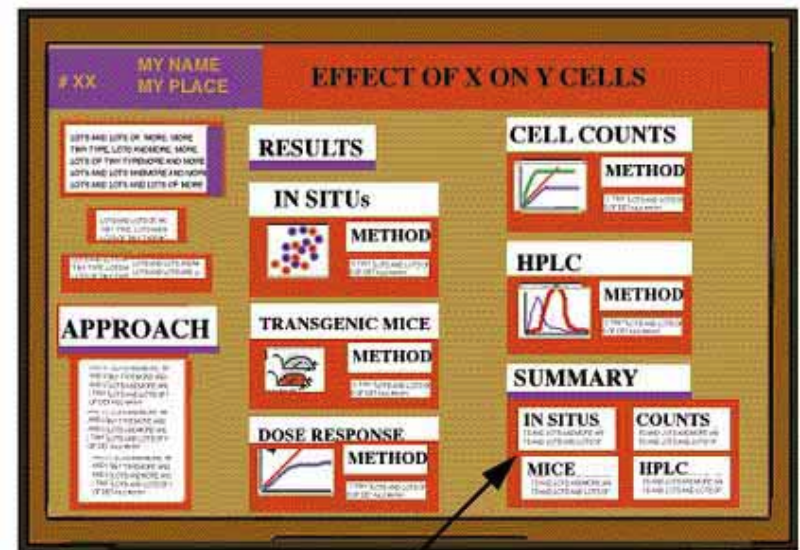
Make text readable

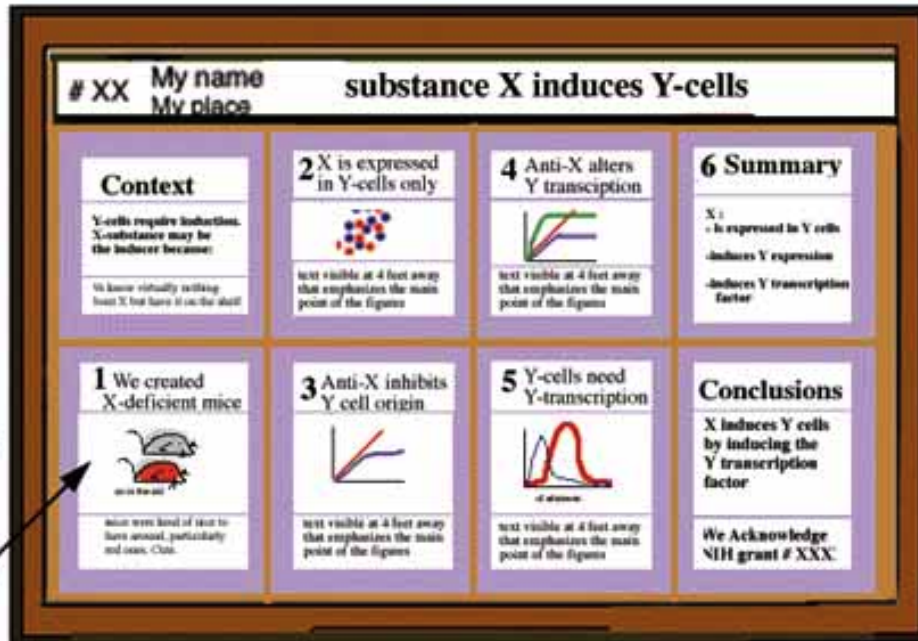
All capitals font is difficult to read.
Avoid long sentences





Differentiate context, data, summary and conclusions





lots of tiny type
lots of tiny type
lots of tiny type

Discard details

Keep it simple

have a “take home message”

be concise, enthusiastic,
and knowledgeable
be confident and bright
eyed!
don't rabbit on!

