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.........
Design your poster to attract a mixed audience, not just your competitors….

**good poster**

**bad poster**

* rabid competitor
* workers in your general area
* workers outside your general area

* Grad Student Rabid Competitor
* Professor Rabid Competitor
* Postdoc Rabid Competitor

* JARGON & MORE JARGON
* SEQUENCING & ESOTERIC FINDINGS

* EFFECT OF X ON Y CELLS
Layout in column format to allow smooth flow of the audience
Indicate the sequence
Use “visual grammar” and vary font size to choose a readable font.
Emphasize important information
Emphasize visually

BIG figures that use color

EFFECT OF X ON Y CELLS

Tiny figures
Even spacing throughout
Type all the same size: tiny
No headings
Avoid visual distraction
Make text readable

All capitals font is difficult to read.
Avoid long sentences

Text is readable at a distance

Stand back at least 4 ft when assembling your poster
Differentiate context, data, summary and conclusions
Keep it simple
have a “take home message”

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