

A Quick Poster Checklist

- What is the theme of my poster? Do all the items included in my poster support that theme?
- Does my poster have a title? Does the title accurately reflect my work? Is the title easy to read from five feet away?

- Does my poster have a conclusion? Does it flow logically and naturally from my introduction? Are there any missing steps?

- Are my sentences properly punctuated and all words spelled correctly? When in doubt, look it up. That advice applies to names, too.

- Do I have a good balance of text and graphics? Are they evenly distributed around the poster or are they all clustered on one side?



Too many graphics without explanation can create the same confusion as too much text without graphics.

- Are my lines straight and my margins even? Are my photographs in focus and tightly cropped? Image files should be 200 dpi tifs or gifs. Is anything smudged or dirty? Neatness counts.
- Is my arrangement simple and uncrowded? Look at each element. Does any item duplicate other material? If so, take it out. Simplify, simplify, simplify.
- Is my information arranged in columns? If not, are my sections numbered so that the viewers won't be confused? Stand back. Does my eye flow naturally from one point to the next? If not, why?
- Can I read the introduction and the other paragraphs from at least three feet away?

This sentence in 14-point type is difficult to read from that distance.

This sentence in 24-point type is easy to read from that distance.

- Have I printed a preview copy and checked my work one last time for errors?
- Am I prepared for accidents? Handy tools are scotch tape (or a glue stick), correction fluid and a marking pen for making last-minute, day-of-display corrections.
- Finally, what can I do differently next time? Take notes on the feedback you receive (e.g. things that were difficult to explain and need more clarifying, other experiments that need to be done, etc). Each presentation builds on the one before it!