How to Make a Great Poster: Ideas and tips to make a professional poster.

1. **People have to read it.** Use big letters, suggested fonts are 36 or 48 for text and 72 or bigger for titles. It may seem like the type is large enough, but beware. As a rule people should be able to read your poster from four feet away, and the title should be able to be read from at least ten feet away.

2. **Don’t challenge people’s eyes.** If you choose to use a background, use a light colored background and dark letters for contrast. Avoid dark backgrounds with light letters - very tiring to read. Don’t make small pictures really big, they will show the pixels instead of the image, and it’s distracting. Don’t use funky font, there’s a reason Times New Roman and Arial fonts are used commonly, because they are easy to read.

3. If you’re presenting your poster don't read the poster to the audience. Instead, give the big picture of what you did, explain why the subject is important, and use the graphics to illustrate and support your key points.

4. **Setup is important** - Balance the placement of text and graphics making it visually attractive. Use white space creatively to define the flow of information. Column format makes poster easier to read in a crowd. Your graphs should look professional and have labels. Determine how big your poster really needs to be, just because you can print a big poster doesn’t always mean you always should. Check how much information you have, and then think about what size you should use.

5. **Take time in your creation.** This is a poster about something you have taking the time to study, take the time to present your information professionally. **Spell Check. Proofread. Get feedback before printing.** Take time to make a practice poster (maybe not even about the subject your presenting on), this will help you get used to the tools of making better posters. If you take the time to make your poster interesting, people might just get interested.

   • You cannot get your poster printed at the CAL without an 8.5”x 11” colored printout of your poster.

Here are some ideas on what should be included on your scientific poster:

- What’s the research question?
- Why is this question important?
- What strategy is used?
- What are the results?
- Why are these results unique/important?
- How does this relate to other research?
- What research comes next?
The CAL Staff suggests that posters are done with Illustrator, if you need help using Illustrator, or if you have any questions about making posters, please come ask a CAL staff member and we would love to help you make your poster great.
Ways to Make a Better Poster

Don’t use unreadable font

Don’t Use pixel background with a lot of color
Center your text and pictures in columns

You need to spell check

Don’t use colored font

Don’t have text hidden under other text

Don’t use small font

Don’t overcrowd your poster

Please proof read you poster

Your Graph should have labels and a title and be easy to understand