

Poster Presentation Points

Organization

- Move from left to right, top to bottom.
- Place the main idea in the centre.
- Create a pattern that is easy for the eye to follow.

Space

- Use all of the space—don't cram.
- Balance the borders and white space.
- Space the print so it is easy to read.

Size

- Size is important—can you read the poster from a distance?
- Greater importance requires greater size (e.g., headings vs subheadings).
- Use a larger size to make things stand out.

Color

- Choose colors that are associated with your topic.
- Use color in borders, visuals, and words.
- Have a reason for every color you use.
- Sometimes less is more; too much color can be distracting.

Visuals

- Include symbols, charts, graphs, maps, photos, diagrams, tables, illustrations, etc.
- Use visuals to communicate ideas instead of the print.
- Use visuals to add meaning to the print.
- Clarity is key.