

Some Best Practices of Poster Design (adapted from the American Association for the Advancement of Science (AAAS) website)

- All poster materials must be attachable to a 4'H by 8'W surface using either tacks or velcro.
- All lettering should be legible from about 5 feet (1.5m) away. Text material should be approximately 24 points (1/4", .625cm).
- Poster elements should be mounted with an adhesive on light poster board (1/8" or .313cm foam-core board, any greater thickness will make it difficult to pin up or Velcro up). A cleaner look is achieved if the illustration and caption are mounted on the same board and a half-inch of the colored poster board extends as a frame.
- The top of the board should consist of an easy-to-read title that includes the author(s) name(s) and program affiliation(s). The title lettering should be about 2" to 3" (5cm to 7.5cm) with subheadings 1/2" to 1" high (1.25cm to 2.5cm).
- The component parts should be organized in a way that visually leads the viewer through the display. Leave some open space in the design.
- Use elements of different size and proportions. Convert tables to graphic display, if possible.
- A large and/or bright center of interest can draw the eye to the most important aspect of the poster. Use color to add emphasis and clarity.
- Make illustrations simple and bold. Enlarge photos to show pertinent details clearly.
- Displayed materials should be self-explanatory, freeing you for discussion of your work. However, limit the amount of text you present. Lengthy paragraphs describing procedural details, results or conclusions should be avoided. Use an outline or bullet format.
- Avoid disciplinary and technical jargon whenever possible.