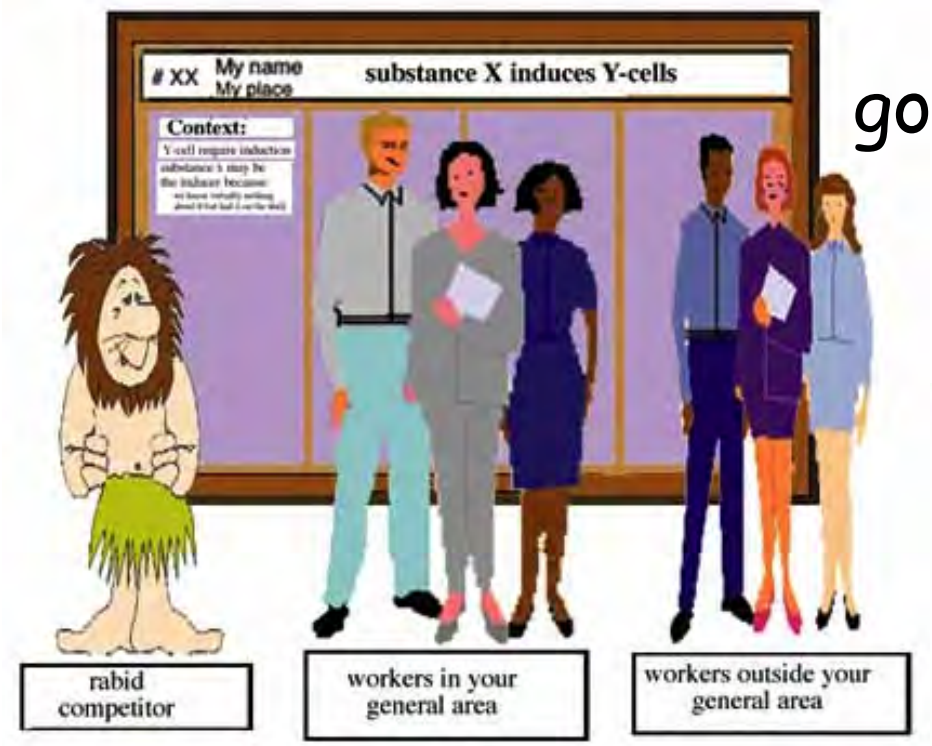
How to design a poster

based on information by Kathryn Tosney

from the Society for Developmental Biology
web site
http://sdb.bio.purdue.edu

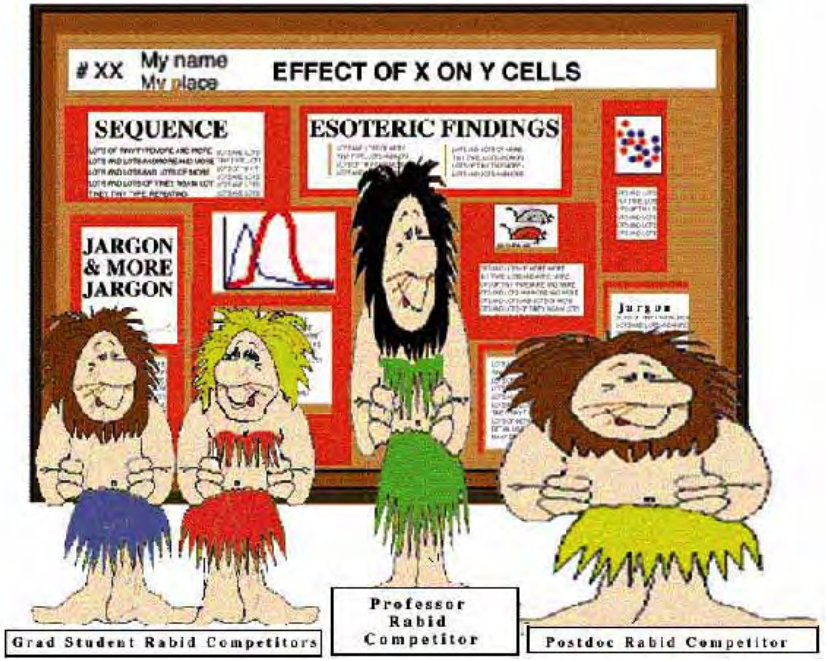
First, have good data……

Design your poster to attract a mixed audience



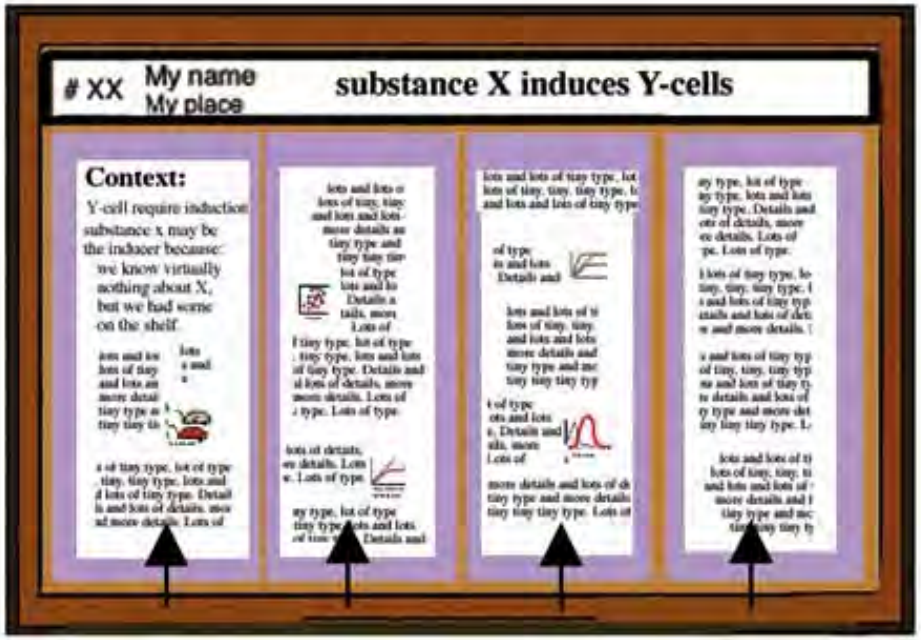
good poster

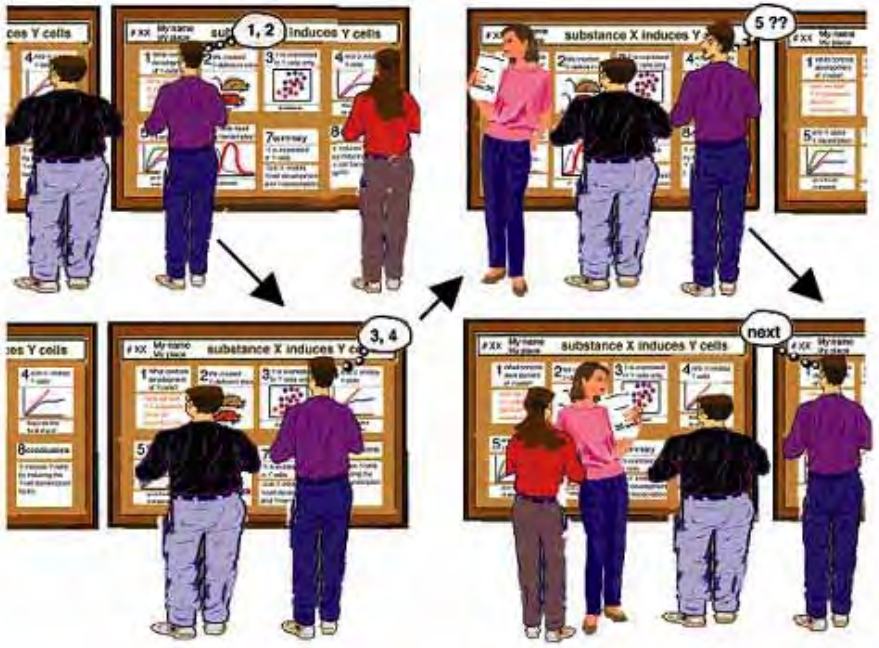
bad poster



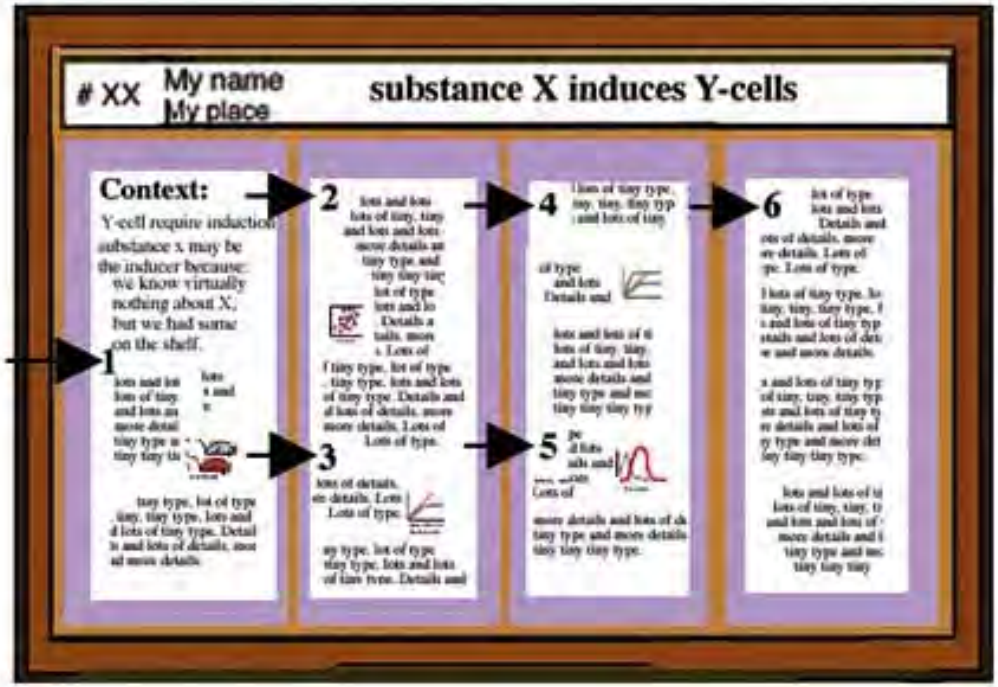
not just your competitors……

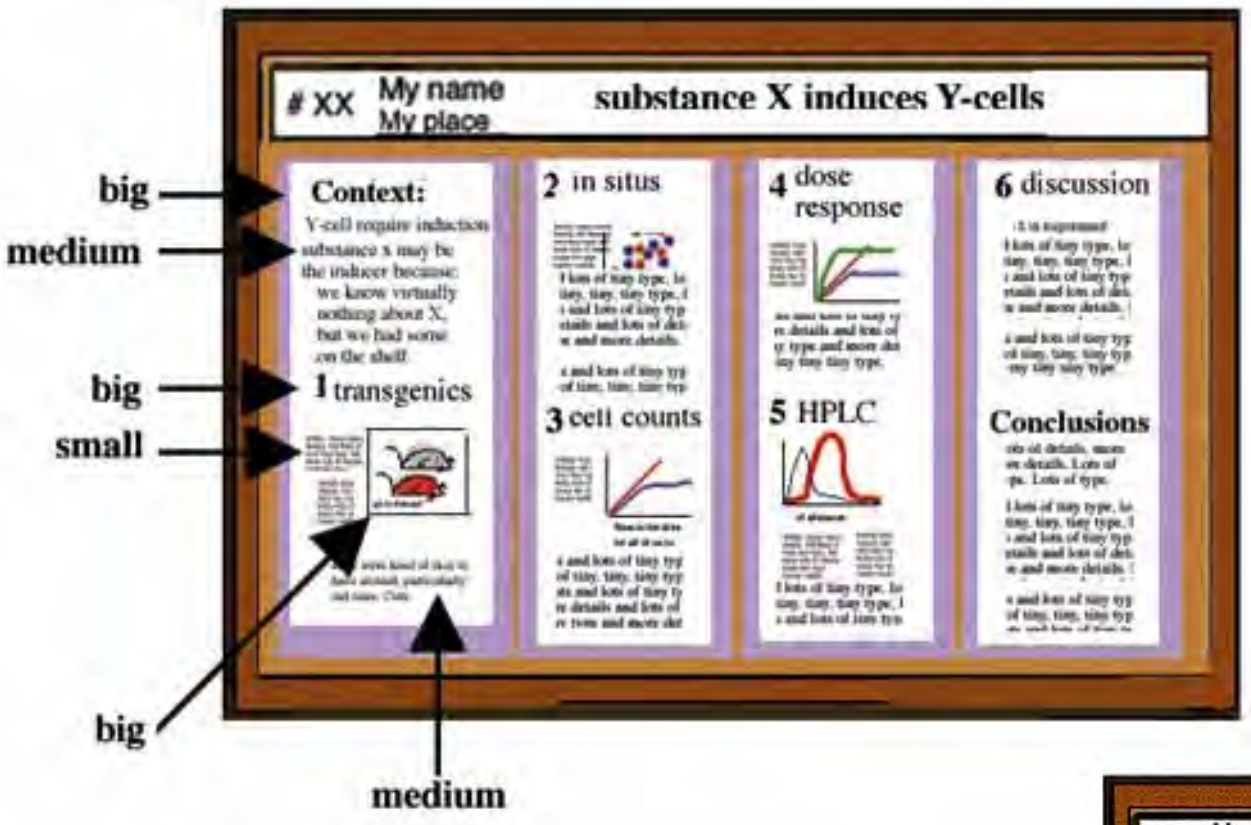
Layout in column format to allow smooth flow of the audience



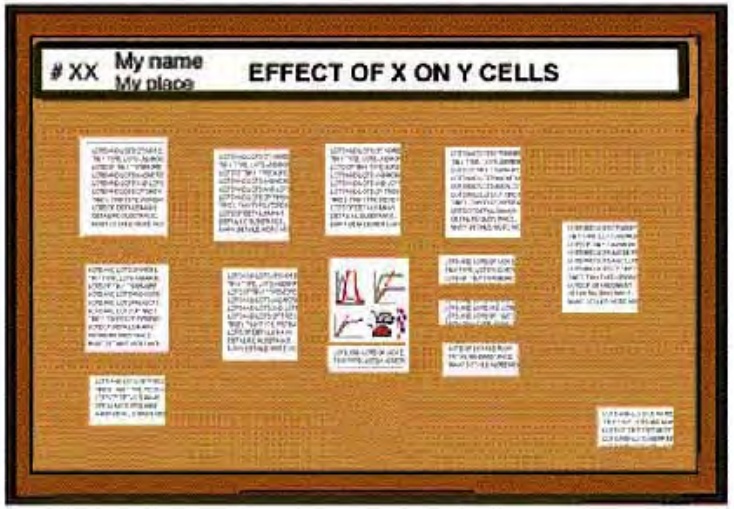


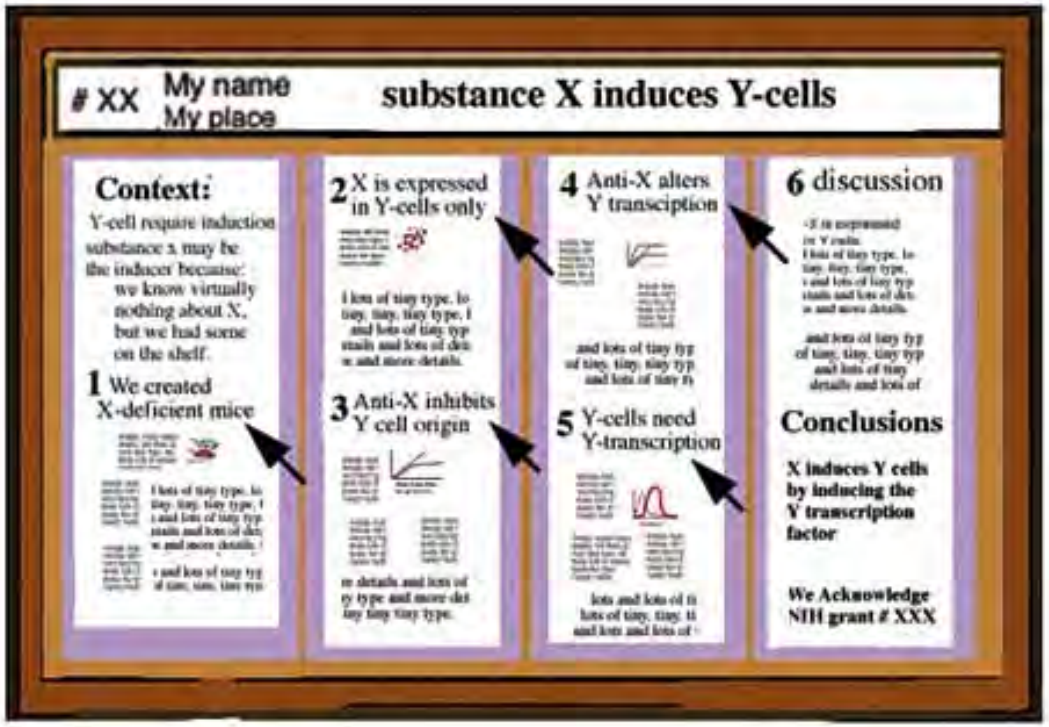
Indicate the sequence



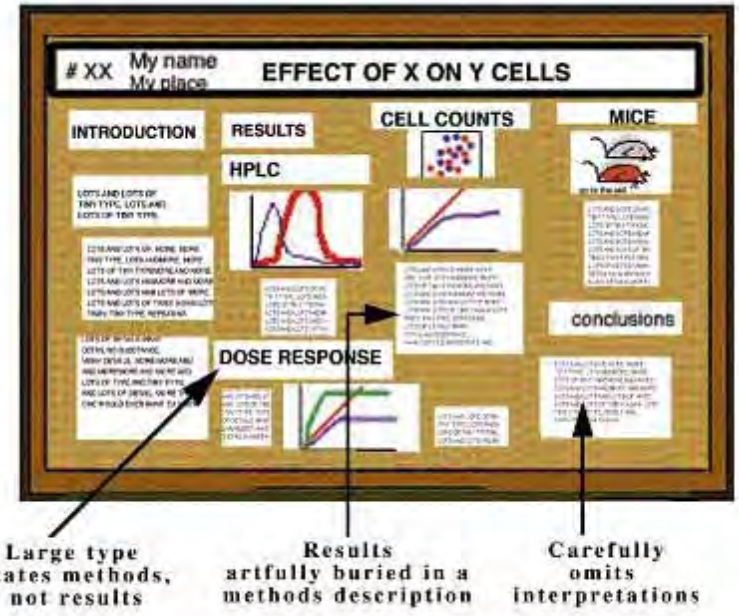


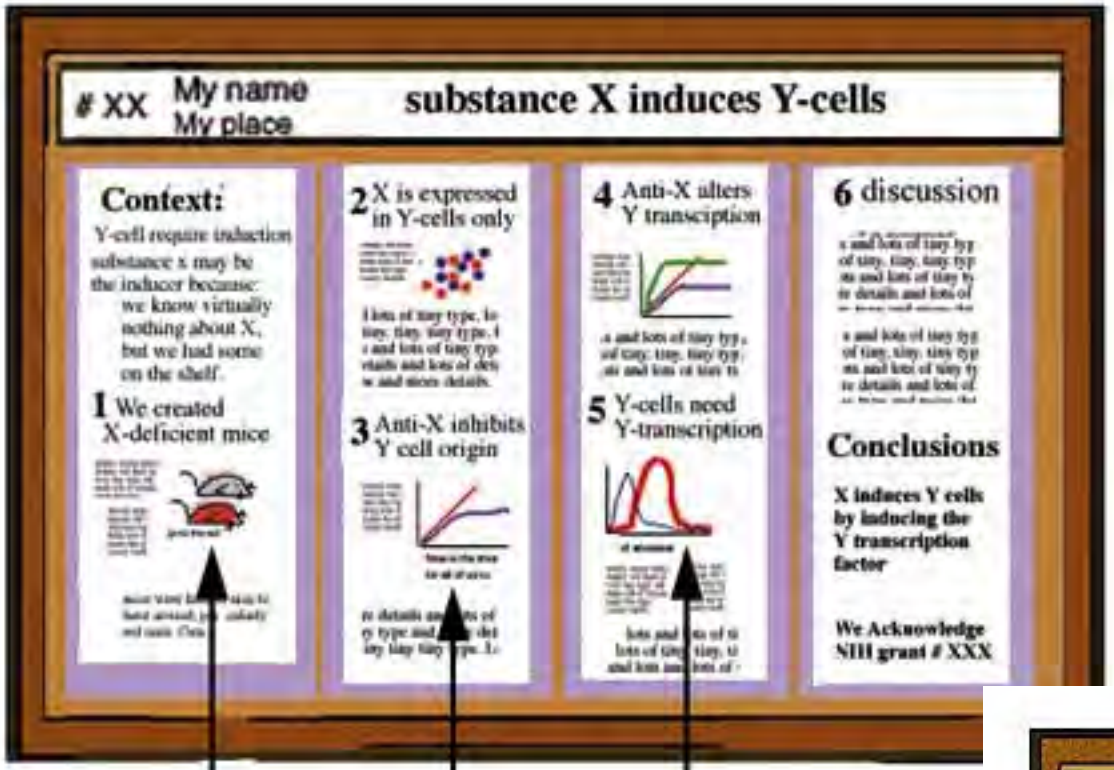
Use "visual grammer"
vary font size
choose
readable font





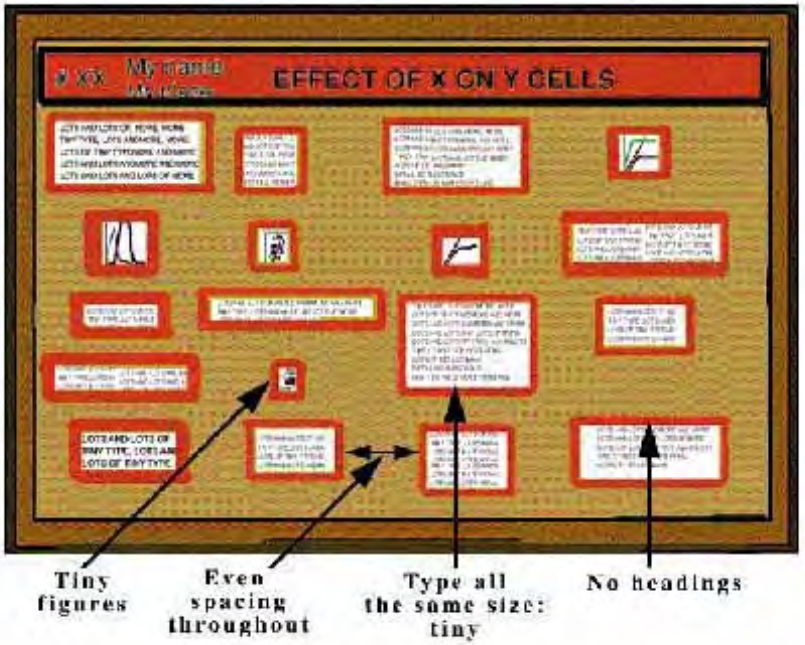
Emphasize important information

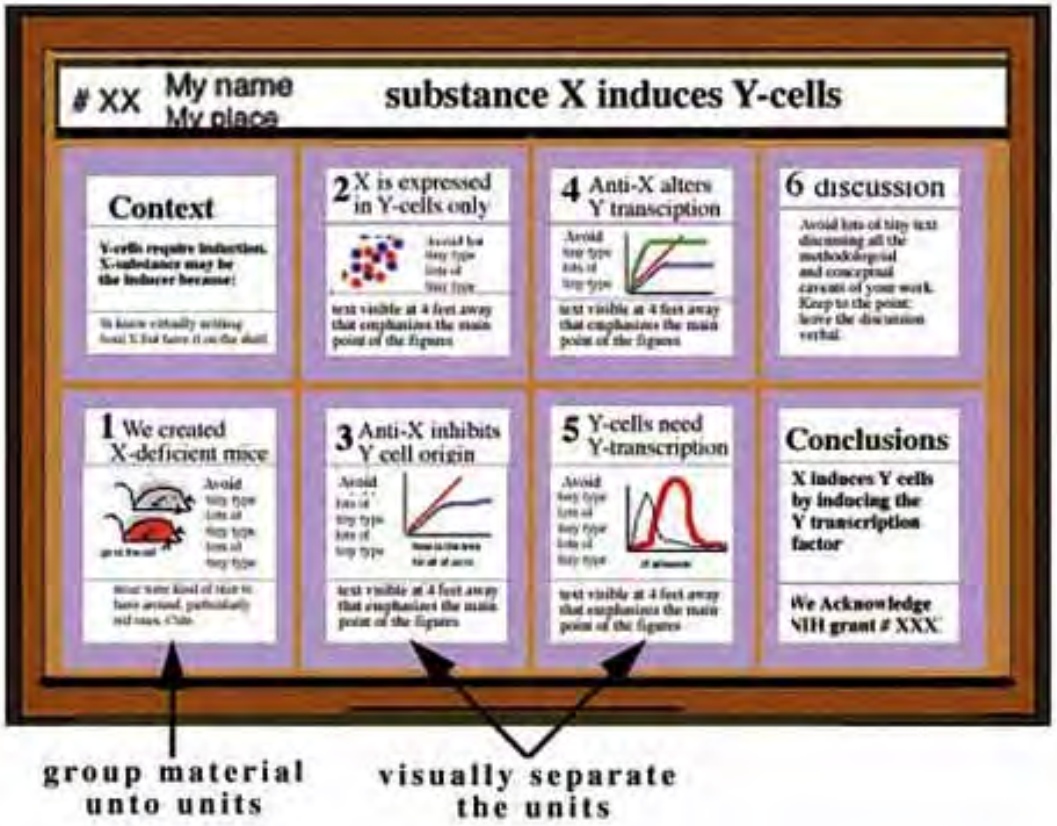




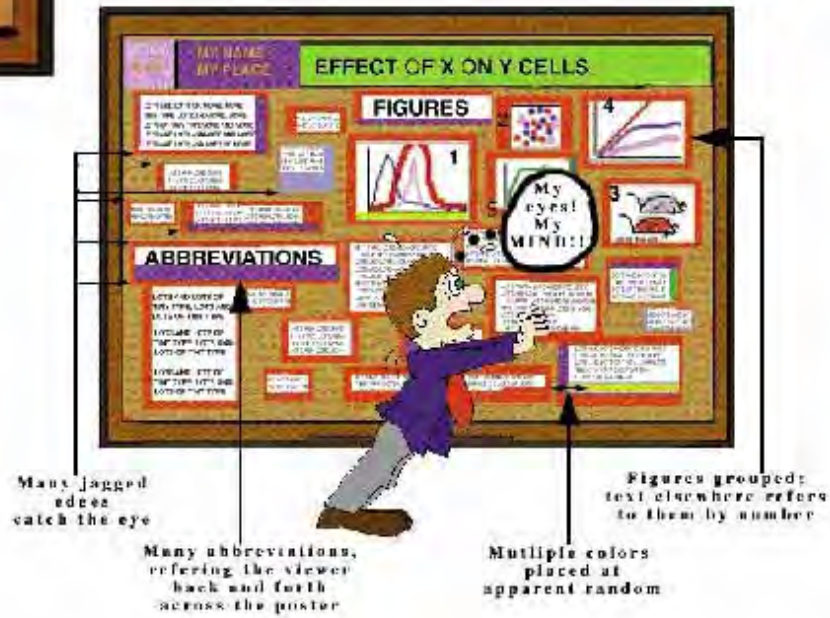
BIG figures that use color

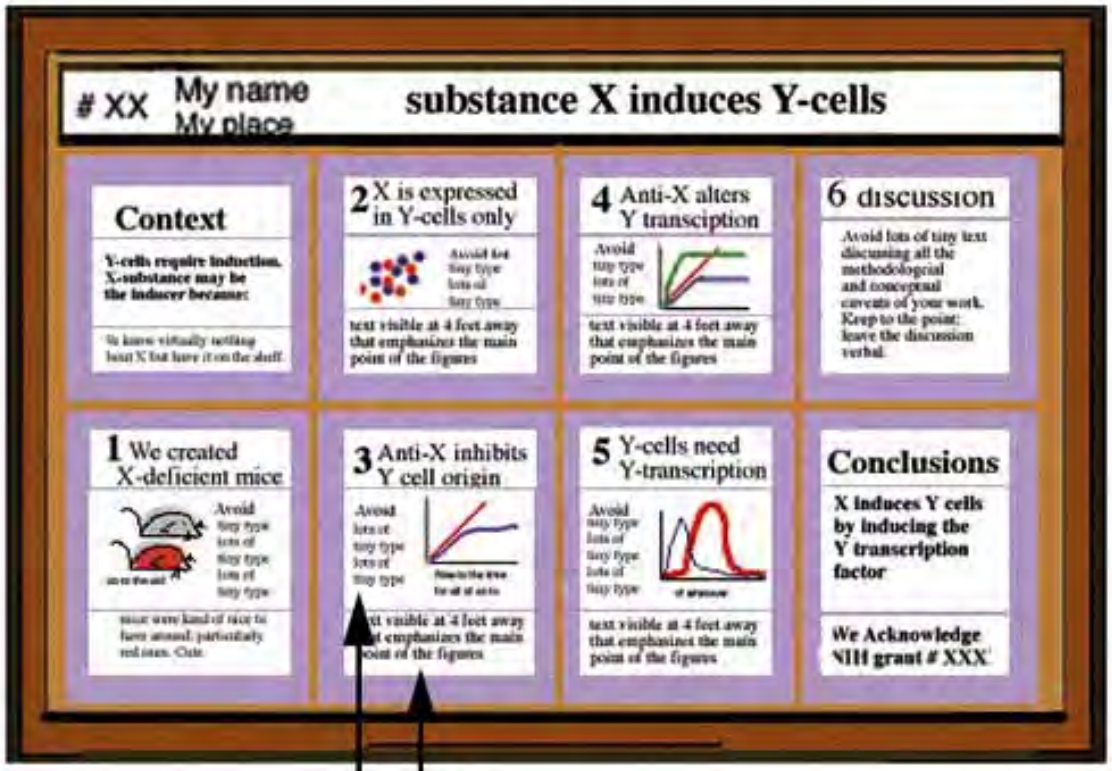
Emphasize visually





Avoid visual distraction



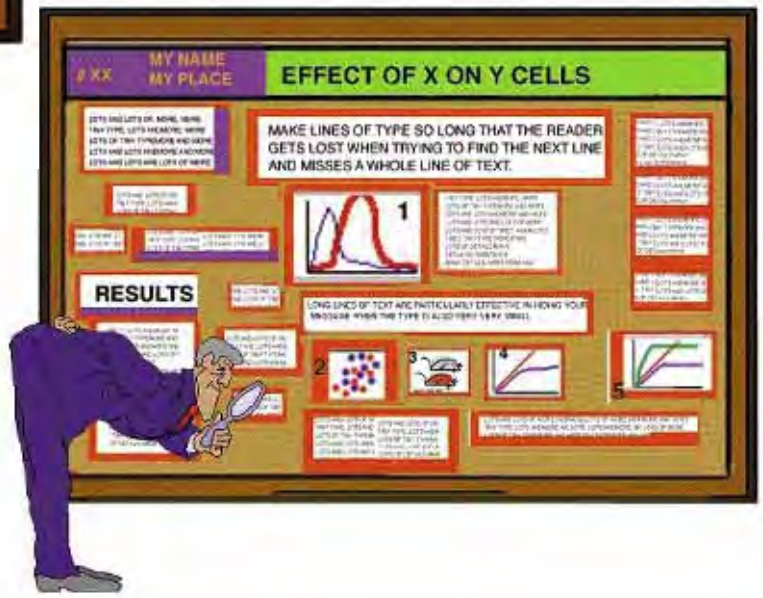


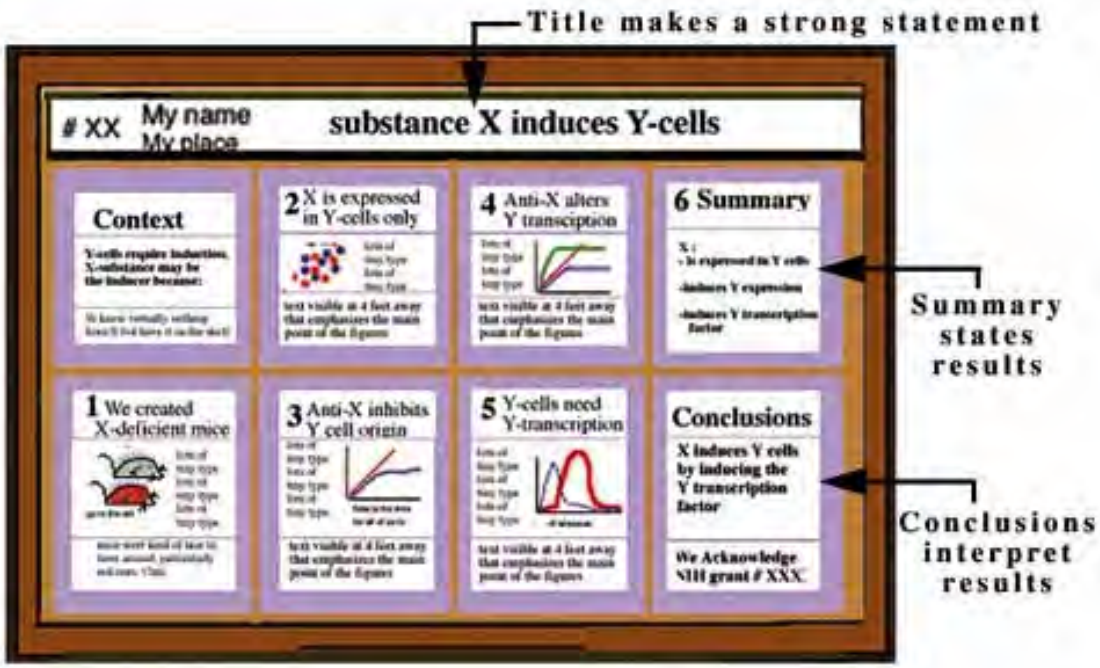
Text is readable at a distance

Stand back at least 4 ft when assembling your poster

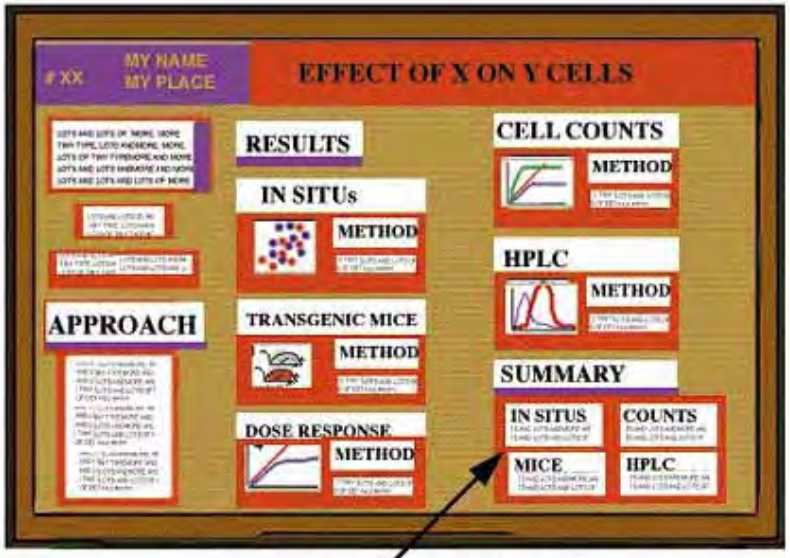
Make text readable

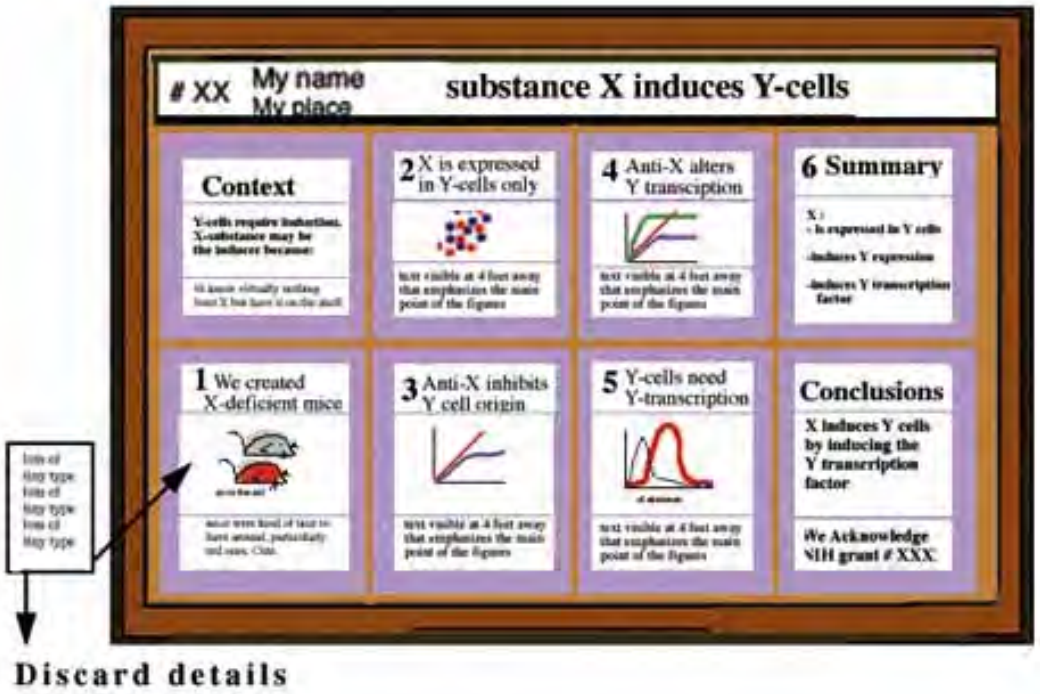
All capitals font is difficult to read. Avoid long sentences





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!