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 not just your competitors......
Layout in column format to allow smooth flow of the audience
Indicate the sequence
Use “visual grammar” vary font size choose readable font
Emphasize important information
Emphasize visually

BIG figures that use color
Avoid visual distraction

*group material unto units*
*visually separate the units*
Make text readable

All capitals font is difficult to read.
Avoid long sentences

Stand back at least 4 ft when assembling your poster
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!