

POSTER DESIGN SUMMARY

- Make sure the text and images have room to breath. No crowding.
- Edit text to a bare minimum.
- Pay attention to alignment.
- Make sure the layout is balanced.
- Use a consistent style for graphs, charts and text.
- Use fonts that are easy to read and not decorative or funky.
- For variation, use fonts in the same type family.
- Use a maximum of 2 different typefaces in your poster.
- Avoid overly saturated colors.
- Avoid colors that clash.
- Avoid distracting background gradations and graphics.
- Avoid decorative borders, frames, drop shadows, etc.
- Use high-resolution images and vector graphics.
(Images should be 300 dpi – dots per inch – 150 dpi minimum)
- Get feedback and make drafts before completing your poster.
- Make a full-scale test poster by tiling together 8.5" x 11" pages.
- Use programs like Adobe Illustrator or InDesign to create your posters.
Power Point is a presentation tool not a design tool.