

POSTER DESIGN TIPS

1. **MAKE IT VISUAL!** Consider ways to present your points with more than words. Examples include drawings, photographs, charts, graphs, and x-rays.
2. **ARRANGEMENT:** The poster should have a definite sense of direction and should match the logical flow of information. Your poster should generally read from left to right, following the outline. Use lines, frames, contrasting colors, or arrows to call attention to important points.
3. **LETTERING:** Select a clean, simple letter font/style and use it consistently throughout the poster. The smallest letters should be at least ¼" tall (18 point) and easy to read. Use both upper and lower case letters (do not use not all capital letters) especially in body copy.
4. **COLORS:** Use no more than 4 colors. Emphasis and harmony are lost if too many colors are used. Color can help to highlight sections or point out similarities and differences.
5. Communicate enough information about each part of the above sections so that viewers understand your work.
6. **AVOID CLUTTER!** Overcrowding is a problem with poster design. While accuracy is important, your poster should stimulate interest, rather than provide complete details.
7. Select the most important information - the material that will promote one-to-one interchange with your viewers and that emphasizes why it's important for them to know about your work.

Poster Guidelines

ACP-ASIM:

- Poster presentation: http://www.acponline.org/srf/abstracts/pos_pres.htm
- Poster checklist: http://www.acponline.org/srf/abstracts/poster_checklist.pdf
- Abstract: <http://www.acponline.org/srf/abstracts/guide.htm>
- Oral presentation: http://www.acponline.org/srf/abstracts/oral_pres.htm

American Heart Association

- http://www.americanheart.org/downloadable/heart/1012857645969poster_guide.pdf

Swarthmore College

- <http://www.swarthmore.edu/NatSci/cpurrin1/posteradvice.htm>