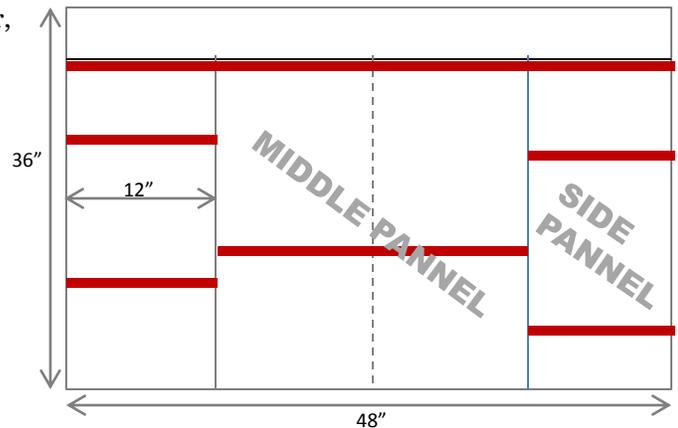


- *Creating a sketch*
- *Layout*
- *Background and colors*
- *Spacing*
- *Headings*
- *Font and text*
- *Graphics*

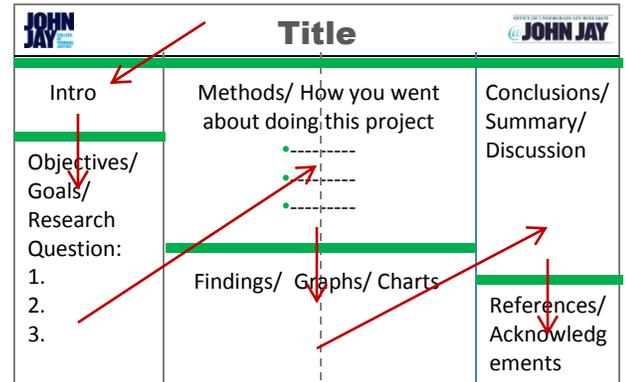
### CREATING A SKETCH

- Now that you've determined the main sections of the poster, you should begin to make a sketch
- Think visually—sketch out a small poster to the same scale as what your larger poster will be
- Your poster will be 48"Wx36"H and divided into 3 or 4 vertical sections or columns, depending on what you choose:
  - 3 sections: 12"-24"-12"
  - 4 sections: 12"-12"-12"-12"



### LAYOUT

- You want your poster to look attractive and professional. Literally, you want to “attract” people to your poster.
- Do not simply insert your paper into your poster—posters are meant to be visual
- Posters should have images, graphs, diagrams, photos, and little text
- Think of the layout as a visual grammar—certain things need to be “in place” in order to make it readable
- Column format—arrange content in 3 or 4 columns
- Organizational cues—use bullets (or numbers when appropriate)
- Always follow “reader gravity”—in English, top to bottom first, then left to right
- You don't want too much of either text or images
- Margins should be even and balanced on all sides
- 3 to 5 rule: 3 to 5 minutes; 3 to 5 feet away
  - A viewer will likely spend only 3 to 5 minutes looking at your poster from 3 to 5 feet away
  - Your poster should be logical enough for a viewer to quickly understand it
  - Your text and images should be readable from 3 to 5 feet away
  - Use short sentences or short phrases rather than long prose



**BACKGROUND AND COLORS**

- Colors should highlight, separate, define, and link information
- Stick to a theme of 2 or 3 colors
- Use light color background (only white for the Showcase posters) and dark color letters for contrast—easiest to read
- Avoid dark backgrounds with light, bright letters
- Body text is usually always black
- Avoid overly bright colors—they attract attention, but can be distracting and quickly tire eyes

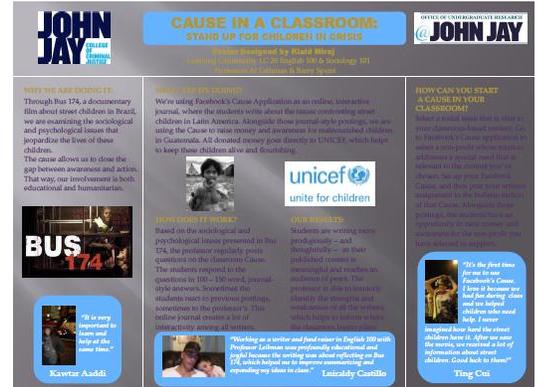
**SPACING**

- Open space or “white” space (may not necessarily be “white” depending on your background color) is the area not covered by text or graphics—use this to help organize the poster
- Do not need to fill every inch of the poster
- Use white space to create a border/ separation between columns or sections
- Do not want too little white space (so viewer is overwhelmed confused by clutter)
- Also don’t want too much (so that the viewer is distracted by all the white or the emptiness)
- Leave at least one inch between columns
- Leave space between sections—try to be consistent with how much space you leave
- Leave at least 1 inch of space around the edges/ margins of your poster—this is particularly important for printing

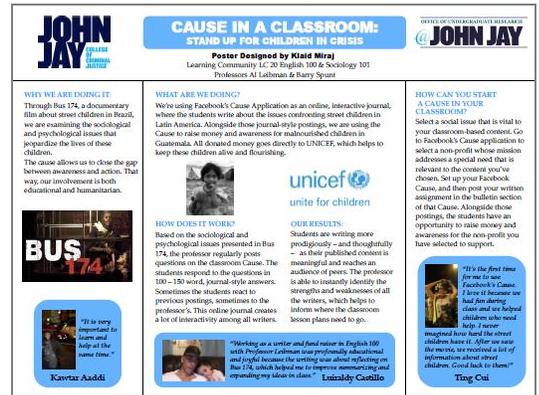
**HEADINGS**

- Includes title and name, section titles, figure captions
- Most common include: Title, Introduction, Objectives, Methods, Results, Conclusion—but not necessarily (see example to the right)
- Headings should orient viewers to your message and points that support your message
- Your choices of typeface, font size, and color should make headings stand out
- They should be explicit, clear, concise
- They should help orient and move the viewer quickly through your poster
- Title has a key position—top center, usually across the top of the entire poster, should be largest text
- Try to make your title of less than 7 words—it should convey the main message
- Poster titles are often different than paper or project titles, which tend to be longer

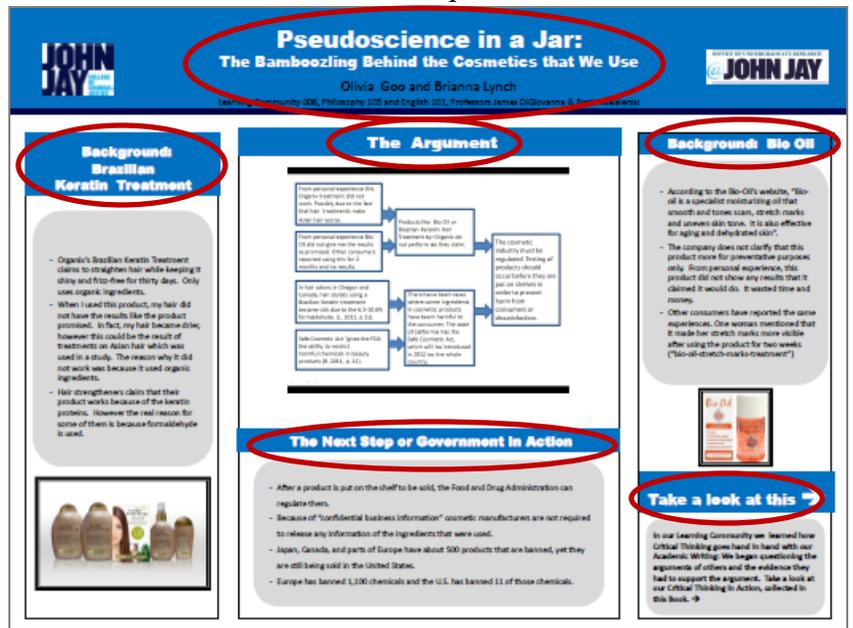
*Not easy to read*



*Good use of colors and spacing (Click to see poster)*



*Click to see poster*



**FONT AND TEXT**

- Use serif (e.g., Times) or sans-serif (e.g., Arial, Helvetica, Optima, Comic Sans) fonts
- Sans-serif fonts are thought to be easier to read
- Avoid using ALL CAPS, which are harder to read
- Be consistent with font type/ size for section titles and body text
- Unless this is a carefully planned artistic poster, stick with one font type

OR

- Consider a text hierarchy
- You might use one font type for all body text and a different font type for all headings; this is fine, just be consistent—all headings should be the same font; this allows the viewer to easily recognize the order of importance of info:
  - Main Title: 72 point or larger (about 1" high)
  - Author (36 to 42)
  - Section Headings or Sub-titles: 36 to 54 point
  - Body Text: 24 to 32 point (try to stay around 28 to 30)
  - References and Acknowledgements (20 to 28)
- Keep insertions of text to 50 to 75 words or fewer
- Use phrases rather than full sentences –don't create long paragraphs of prose
- Left justify text; avoid right-justifying and centering (you can center the main title/ name(s))
- Use at least 1.5 spacing for everything except references
- **Tip:** *If you print your poster on a standard piece of paper, you should be able to read all of it, including text in figures. If you can't, it might be too small.*

**GRAPHICS**

- Graphics, tables, illustrations, photos, or artwork can be the centerpiece of your poster—but avoid using too many images such that the poster might look cluttered
- The reason for an image should be clear and tied to the text, not just for visual appeal
- Good graphs communicate relationships quickly, are simple and clean—should be visible from 3 to 5 feet away
- Avoid using small graphics downloaded from the web—they usually have very low resolution and are not good for poster printing
- Check for good contrast/ brightness on a home or school printer—an image may not look the same on the screen as it does when printed

# Title

## Author

# Headings

## Body Text

## References/ Acknowledgements

**WHY WE ARE DOING IT:**

Through **Bus 174**, a documentary film about street children in Brazil, we are examining the sociological and psychological issues that jeopardize the lives of these children.

The cause allows us to close the gap between awareness and action. That way, our involvement is both educational and humanitarian.

