



## Characteristics of a Good Poster

### Preparation:

- The same principles of simplicity and clarity apply to both poster and slide presentations; a poster is a cross between an oral presentation and a printed paper.
- Your story should proceed logically, with headings indicating sections: Introduction, Objective(s), Materials and Methods, Results, Summary, and Conclusions.
- Use photos or flow charts to help your audience better visualize the materials and methods used. Graphs should have titles, the axes should be named, and units should be quantified. Tables should also be titled.
- Include a professional picture of yourself in or at the either end of the title banner portion of the poster so people can identify you as the presenter. The top of the poster space should also include authors and affiliation. The lettering for this section should be at least 1" high.
- An example poster template is posted on this website for use in preparing your poster. Use of this template is optional. Font sizes on the template work well for most situations, and are big enough that PDF's of the poster will be readable despite downsizing. Authors will zoom in on an area, click, type or copy in new content, replacing the place holder text. The same may be done for photos, graphs, etc. Resize the graphic to size of the placeholder box, delete the placeholder and slide the graphic into the same location.

### Characteristics of a Good Poster:

- Text:
  - Short statements/paragraphs
  - Bulleted lists may be used in Material and Methods, but if used in results or discussion should convey complete thoughts
- Colors:
  - Limit the number used to avoid busyness and distractions. Simple use can add emphasis

- Text should be a darker color
- Background should be white or light-colored
- Text Size:
  - Bold, large, block style; mix capitals and lower case
  - Title legible from 5 to 10 meters
  - Text legible from 1.5 to 2 meters
- Layout:
  - Arrange poster sections from top to bottom, starting at the left side
  - Sufficient blank space is important
  - Use spaces to unify/separate sections
  - Avoid too many small sections (poster pieces), too many edges, and too many narrow spaces
- Illustration:
  - Make graphs and tables as simple as possible; focus on the main ideas
  - Color and size are important
  - Photographs with matte finish are better than glossy; use photos only if they are clear and greater than 5” x 7” in size.

If you have any questions, please contact:

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with any other questions regarding your poster preparation.