

## Tips for Preparing Poster Presentations

A poster presentation uses a variety of text, graphs, tables, charts, and pictures to present information. Posters should be designed to (1) catch the viewer's attention, (2) quickly acquaint the viewer with the basics of your subject, and (3) make the viewer want to learn more. A good poster will share highlights of the subject, make a point, and not overload the viewer with too much information. For example, describe a media campaign and say why or why not it was successful. Ideally, attendees should walk away from the poster with new knowledge or insight.

[Free PowerPoint templates](#) for poster presentations are available online. The following tips are intended to help prepare your poster for presentation:

- All text should be in English.
- Poster headings should include a title, each author's name and affiliation, and contact information for at least one author. Consider using descriptive titles.
- Design your poster so people can view it from three to six feet away. The following are suggested for font style and size.
  - Arial or other sans-serif font for titles and headings (e.g., > 60 point font). This will help with clarity and readability.
  - Times New Roman or other serif font for main body text (e.g., > 24 point font) so it is legible from at least three to six feet away.
  - Use 24-26 point font for chart axis titles, to match the text.
  - Choose figures over tables whenever possible.
  - Do not use all capital letters for text. Using all capital letters can be hard to read.
- When using graphics, tables, or charts, create something that can be understood in one minute or less.
- Try to avoid including only text or all tables. Many presenters use a combination of bullets or small tables for text, tables, charts, graphics, or other illustrations.
- Pick colors that blend or coordinate well with one another. Text color should contrast well against its background.
- Images and graphics should be large size and high quality. Put captions under all graphics and credits on photos when possible.
- Consider symmetry when laying out your poster, e.g., try to balance elements like text boxes, images, etc. so these flow and look pleasing.
- When developing your poster, consider asking a peer to review for your poster for content, design, and readability.
- Keep It Simple: try not to overload the viewer with a lot of information.