Poster Planning

Who is your audience?

_____
_____
_____

How much do they know about the topic?
Tip: People can really only think on a few new ideas at a time, design with that in mind.

What is the research question/ project objective?

_____
_____
_____
_____

What is the purpose and the main message?
Tip: Design all elements of the poster around this purpose.

Why would the audience care?

_____
_____
_____

How do you connect your project to an audience member's life?
Tip: When shared with random people, your answer should resonate.

Essential Methods/ Results

_____
_____
_____
_____

What methods and results are needed to tell your story?
Tip: If the methodology is standard, summarize it in a sentence. Graph all data.

Key takeaways

_____
_____
_____

What did you learn from this experience (good and bad)? Areas for future study?
Tip: Leave room for references and acknowledgements.

Poster Planning

Design concepts that will make your poster standout and be effective:

- Before you start, decide on the size of the poster following event guidelines and adjust your file (PowerPoint, etc.).

- Titles matter. Design yours to be bold, fun, and professional.

- Limit your poster to 500 words or less.

- Make all fonts 36 or larger (including graphs and figures).

- High resolution images only.

- If possible, use PNG files for images and graphs.

- 50-75 % of the space is blank or visuals.

- Less is more: colors, fonts, styles, etc.

- Bullets points over sentences.

- Light background colors and dark text.

- The entire poster should relate directly to your main message and research objectives.

Pro tip: Remember your audience will only be able to absorb a few concepts. Ask yourself each time you put something into your poster *if you really need it*.

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Poster Planning

Sketch the layout

Radford University colors:
Radford Red, Dark gray, Navy Blue, Light gray, Black, Green, Gold, Purple, Tan, Teal, Yellow
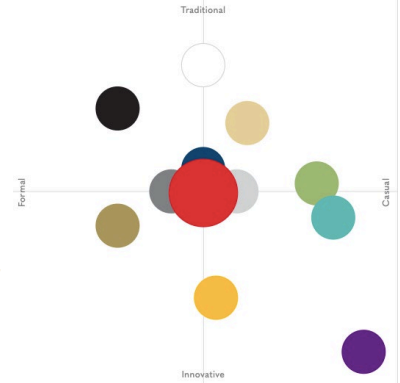
Poster Planning

Once you finish your poster check to make sure:

☐ Did you leave a ¾ inch margin?

☐ Is the poster 50 % white space and visuals?

☐ Does the title and design draw you in?

☐ Are your fonts consistent? 36 point or larger?

☐ Have you mainly used only 2-3 colors?

☐ Is your word count under 500?

☐ At 100 % zoom do all of your figures look sharp and clear?

☐ Do all your elements relate to your main objective?

☐ Are your headers, columns, textboxes aligned vertically and horizontally?

☐ Did you acknowledge funding, mentoring, poster printing, etc.?

☐ Did you include references and cite using an appropriate system?

☐ Have *all* other co-authors, presenters and mentors seen and approved of the final copy?

☐ Once last time with fresh eyes, proof read for spelling, grammar, etc.

☐ Submit your poster as a pdf for free printing through OURS www.radford.edu/ours

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