Making a Great Scientific Poster
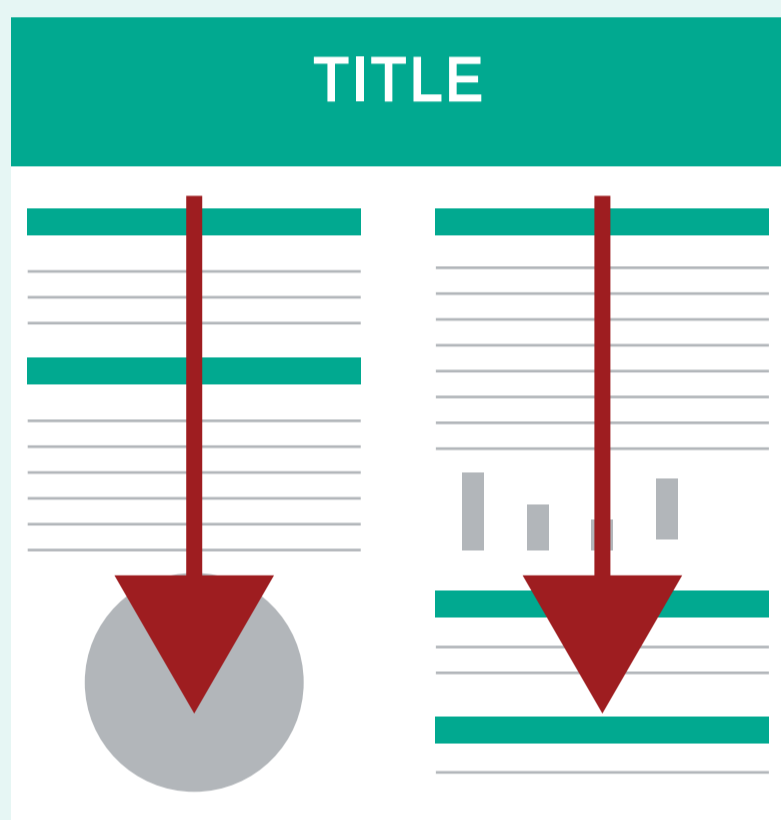
ARC Centre of Excellence for Electromaterials Science

Tips to ensure your poster is readable, appealing, and easy to follow

Before You Get Started

- Who's your audience? Tailor your poster so you communicate to your crowd effectively.
- Design your poster at A0 portrait.
- Make navigation easy: scientific posters are divided into columns. Each column is read from top to bottom, and columns are read from left to right.

TITLE

Content

- Don't be afraid of white space (the space around images and text) - it helps to separate content and can focus the viewer's attention.
- Use titles and header styles - at quick glance, your reader should be able to identify each of your poster.
- A poster is not a paper - your poster is a visual representation of your paper. Keep to <500 words.
- Keep your information bite-sized - readers can ask questions or contact you for more deails.
- Ensure your email address and Twitter handle are visible.

Colour

- Maintain a colour scheme. Choose colours either next to or opposite each other on the colour wheel.
- Choose 2-3 colours max. You can use tints and shades of the same colour for variety.
- Avoid bright, saturated colours sparingly as they can be distracting to the viewer.
- Use colours natural to your project.
- Keep your background neutral and non-distracting.
- Use a dark font on a light background, or light font on a dark background.

Images and Graphics

- Images and graphics are a must - think photos, flow charts, diagrams and charts.
- Use captions - an understanding of images and graphs without reading the full poster has a big impact on reader interest.
- If items go together, keep them together - position your graphics near where it's mentioned in the text.
- Use high quality images - images should be minimum 15cm x 15cm and 300dpi resolution.
- Photos of people are unnecessary,
- Crop your images so the important information is obvious.
- Simplify charts and graphs by removing non-essential information.
- Don't forget to include appropriate logos.

Font

- Use a sans serif font, such as Arial or Calibri.
- Do not use ALL CAPS, script fonts, or multiple fonts (2 different fonts max).
- Use the following size fonts on your poster:
  - Title - 100 point bold
  - Authors - 36 point bold
  - Subtitles - 54 point bold
  - Main Text - 32 point bold
  - References - 28 point bold