

10 Suggestions for Making an Effective Poster

Read this entire list BEFORE starting on your poster.

1. Make your poster using PowerPoint. This will allow you to put in text via text boxes as well as to paste in charts, graphs, tables, maps, and pictures.
2. Use a single slide. In the Design Tab pick Page Setup, select custom, and then set the width to 45” and the height to 36”. Use “landscape” for your orientation. After your poster has been approved, I will send it to the appropriate person to be printed.
3. As in a written paper, have a descriptive title. Put the title (in 68 point type or larger) at the top of the poster. Place your name and college affiliation in slightly smaller type immediately below it.
4. The exact sections of the poster will vary some depending on the project, but include an abstract placed either under the title or in the upper left column.
5. As in a written paper, be sure you have a good thesis and present it early in the poster, support it with evidence, then remind your audience of it as you conclude. Finish with a minimum of citations and acknowledgements in the lower right hand corner.
6. Posters should read sequentially from the upper left, down the left column, then down the central column (if you have one) and finally down the right column. Alternative layouts are possible, but the order in which the poster is read must be obvious.
7. Use a large font--a minimum of 28 point--for EVERYTHING.
8. Limit the number of words. Be concise and think of much of your text as captions for illustrations.
9. Use lots of charts, graphs, maps, and other pictures. Be sure to label your figures and refer to them in the text.
10. Make your poster attractive. Use color. Pay attention to layout. Do not have large empty areas.
10. To get your pictures and text boxes to line up consistently, use snap to grid. In the Format tab choose Arrange>>Align and then Grid Setting. Select to view the grid and to snap to the grid. You can set the grid size here as well.

YOUR POSTER MUST BE APPROVED BEFORE IT IS PRINTED! PLAN ON COMING TO SEE YOUR INSTRUCTOR WELL BEFORE THE DEADLINE IN ORDER TO MAKE NECESSARY EDITS.