

Tips for Designing Effective Presentations

A poster with the main title in 1½" sans serif

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with materials donated by Penn State's Education Technology Services

Get the audience's attention and communicate your message quickly and succinctly.



Caption your images clearly. This is a photo of the design team organizing content: deciding what to eliminate, what to keep, and how to arrange it.



If you look at the image you can find quite a few colors that could be used to create a color scheme for a poster. It's much easier to coordinate a limited number of colors.



Possibly the easiest first black and white color wheel.

Choosing and Using Color

Maintain a color scheme.

Key background colors, gray and neutral colors help foreground information stand out.

Use bright, saturated colors sparingly. Large amounts of red, yellow or orange can overpower your message.

Selecting Fonts and Using Text

Use common serif fonts for body text. Use sans serif fonts for titles. Try to use no more than three fonts. Combine both uppercase and lowercase letters.

Use large fonts that can be easily read from 5 feet away. Black text on white has high impact and excellent readability.



"Serif" are the little cut-off strokes on letters. "Sans" means "without", so sans serif means without little cut-off strokes.

Using Images

Use meaningful, high-quality images. Adjust color and contrast in images. Crop or edit images to the important information in images.

Give photos short titles or captions. Label directly on maps, charts, and graphs.

Simplify charts and graphs.

Use bold lines in graphs so the data can be seen and understood from 5 feet away.

Place images so that they're balanced visually in the poster and they help to lead the viewer's eye through the material.

Judges Checklist

Remember, the following should be clearly presented and readable from a distance of 4 to 6 feet:

1. Title of the exhibit
2. Student's name
3. Collaborators, advisor, and department
4. Funding sources
5. Regulatory committee approval (if the project involves human or animal subjects or biohazardous materials)
6. Objectives
7. Significance to the field
8. Significance to society in general
9. Methods
10. Results
11. Interpretation of results and conclusions
12. Directions for future research



Viewers reading this line demonstrate the poster's success!

A successful poster presents you and your work clearly and professionally; it encourages the audience to stop to discuss the work with you. This was in [1] both, 26 poster Times.

Planning

Keep it simple. Develop an information hierarchy. Think visually.

Developing a Layout

The most important things go first. Use a grid to keep items aligned and straight.

Use a text hierarchy.

Use a column format.

Try to keep 40% of the poster area empty of text and images.

Limit your use of boxes and lines.

If using graphics, put them close to each other.