

# Creating a poster for the College Conference

Centre or left justify title, keeping to two lines, in sentence case, avoiding italics and all caps

## Visual impact

What should your viewer see and understand first?

What will communicate your key points most clearly?

Find a focal point that will help draw your viewers in.

## Layout

Provide a clear entry point for readers, and a logical visual flow.

Group related information.

Use numbering or arrows if linked content should be read in a particular order.

Avoid either oversimplifying or overcomplicating.

Use 'negative' space and margins to give your content room to breathe.



Aim for 500-800 words

Provide a clear flow of information

Avoid blocks of text longer than 10 sentences

Use bulleted lists where possible instead of paragraphs

Use simple, clear, appropriate language

Use a statement, photo or diagram as a focal point to attract attention

Order of reading to be down columns rather than across rows

Use no more than 3 different fonts (non-serif for titles, serif for body text)

Avoid using all capital letters, use *italics* instead of underlining

Put a border around photos so they stand out

Use colour to;

Highlight or emphasise the most important parts

Separate and define sections

Associate related information

## Use of text

To be legible at a distance, the main title should be around 70-100 pts, subheadings around 40 pts, body text around 24 pts.

Format headings and subheadings consistently. This helps structure your information visually.

A

B

C

## How to produce a poster

Using PowerPoint you can integrate a range of media, produce diagrams and flowcharts easily, and create custom graphs and charts.

Recommended poster size; A1

Landscape or Portrait?

## Further Information

Printing <http://www.alposters.co.uk/>, <https://captaincyan.com/posters/>, <http://www.supersizeprint.co.uk/posters.aspx?gclid=CPnwcWor8ICFQiWtAodchUAYw>