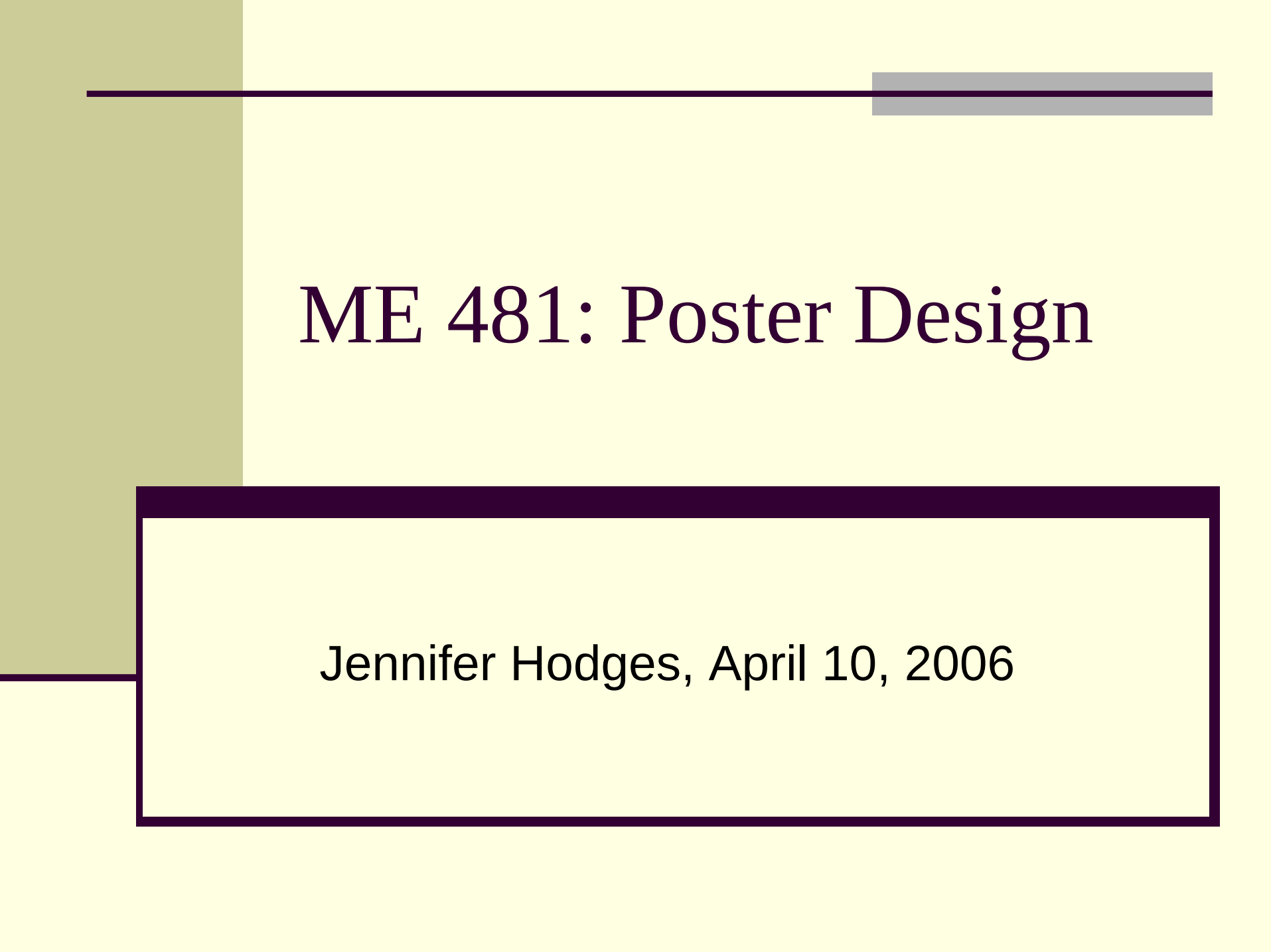




ME 481: Poster Design

Jennifer Hodges, April 10, 2006

The Basics

- Use Power Point (or an equivalent) software to design your poster
- Standard size for a poster is 30 x 40
- DECS can print your poster
- IMC (233 Comm Arts Bldg) can mount your poster, but plan ahead

Poster Content

- Title
- Problem Statement (what was asked of you)
- Approaches (what did you do)
- Alternatives (what choices did you make)
- Solution (what worked)
- Recommendations (what are the next steps)
- You don't want it to look nice but say nothing
- Text
- Graphs, pictures, and other data

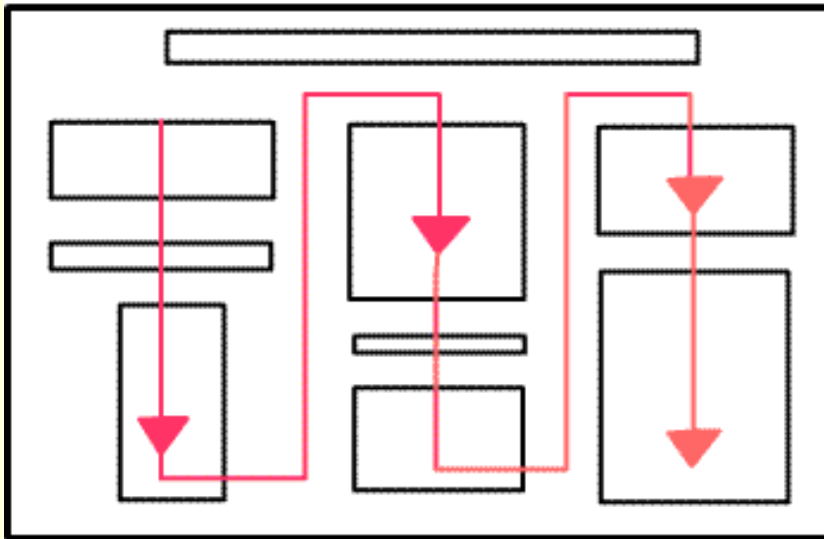
Judging Criteria

- Visual Appeal
- Technical Quality
- Ability to Understand Problem
- Ability to Understand Solution
- Imagination, Creativity, etc.
- Effort
- Overall Impression
- 5 point scale from 1 = Unacceptable to 5 = Outstanding

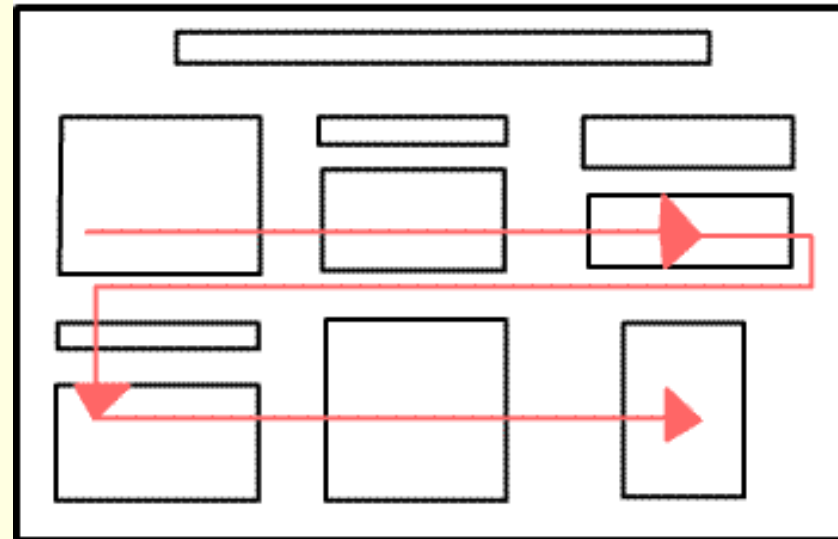
Poster Layout

- <http://www.lib.uct.ac.za/infolit/poster2a.htm>

By column



By row



- <http://www.ncsu.edu/project/posters/examples/>

Font Choice – Serif vs. Sans Serif

- Serifs have small marks or strokes that end the main stroke of letters
- If using Sans Serifs, shorten the line lengths and add more white space
- Use Sans Serifs in titles, use serifs in text
 - The default in Power Point does the opposite
- In most fonts, use a 30 pt size for text (24-36 is generally a good range)
- *Which is better?*
 - Americans are more used to Serifs
 - Europeans are more used to Sans Serifs

Other Text Concerns

■ **Alignment**

- Left justify vs. full justify
- Always hyphenate if you full justify

■ **Kerning (tracking)** – moves letters closer together or farther apart, loosening/tightening

■ **Leading** – space in between lines – should be 1 to 2 points larger than type size

■ **Line Length**

- 30 to 70 characters (50 is optimal)
- 10 words if using a serif typeface
- 8 to 9 words if using a sans serif typeface

Graphs, Pictures, and Data

General Tips

- Use ALL CAPS sparingly
- Use enough white space
- Use *italics* instead of underlining
- Use **bold** for headings and to emphasize words in a paragraph
- Keep your font consistent unless you're trying to make something stand out
- Provide enough color contrast between text and background so that you can read all text
- The text on your poster is not the text from your report
- Tables and graphs should be self explanatory
- Consider your audience