

## Poster Design Guidelines

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One of the assessment components for this module requires you to produce a scientific poster.

### ***Poster Tips***

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The following are suggested tips for the making of your poster:

- A poster presentation is a graphic/textual way to show others your work. Therefore your poster presentation should rely on colour, diagrams, charts and visual images to illustrate your ideas rather than solely presenting information in text. Visual images should be clearly labeled and referenced. If you produce your own images please reference with own Matric. number (for clarity).
- The text used must be concise; using just enough words to explain your work and the significance and impact your topic has for your profession.
- To aid poster construction, critically assess other posters for production design, clarity of content, colours, layout and finishing.
- Select colour combinations that are simple and pleasing to the eye. Use more intense colours for borders, contrast and emphasis. Two/three colours will unify the poster.
- Lay out and organise the material to make the main message clear.
- Balance the quantity of text and graphics and use bullet points and lists to increase clarity and quantity of information.
- Check typography; avoid abbreviations, acronyms and jargon.
- Eye movement should be natural, down the column or along rows, size attracts attention; use arrows, pointing hands, numbers and letters to clarify sequences.
- Don't overload the poster - more material/images can mean less communication.
- Key references should be placed in a small text box at the bottom right hand corner of your poster.
- Use the KSU logo
- **Your name and matriculation number must be clearly stated** on the poster.
- Contact details are also expected on a poster; please use the name of your department and the university's address.

### **Checklist:**

- Is your poster reader-friendly, clear and concise?
- Am I drawn to this poster?
- Can colleagues quickly examine the poster and understand major points?
- Would an interested reader learn enough to ask informed questions?
- Does it stimulate interest and conversation?

### **Poster Self Assessment**

This self assessment is designed to help you; it is not a part of the formal assessment criteria but will inform judgements made by assessors.

#### **Attracting Your Target Audience**

- If you encountered this poster at a poster session would you stop to look at it?
- Is the poster directed to the target audience?
- Is the title of the poster concise and does it stand out?
- Is the poster subject matter quickly discernible?
- Is the poster layout visually pleasing?

#### **Delivering the Message**

- If you stopped to look at this poster, would you read the text on it?
- Is the subject matter presented clearly and concisely?
- Does the information presented flow logically?
- Is the text readable in terms of linguistic difficulty/ scientific language?
- Is the text legible in terms of font choice, size, colour and spacing?
- Does the title bar include your matriculation number, and the identifier for the programme and institution?

#### **Creating Visual Impact**

- Are the graphics large enough to be seen from a distance of 10 feet (3 meters) if blown up to A1 size? A font size of less than 24pt will be difficult to read. However, you will be printing out your poster on A3 size therefore font sizes will need to be adjusted to suit.
- Are the graphics attractive and relevant?
- Have legends or captions been used to guide the viewer?
- Does the poster have sufficient clear space?
- Are sections clearly defined with adequate space around them?
- Have items been aligned appropriately?

#### **Creating step**

Posters must be created electronically using PowerPoint, Publisher or a similar programme. The poster may be formatted using either landscape or portrait layout.

- PowerPoint, create your poster as a single slide. You can set the page size when you start using Design > Page Setup, so if you want an A1 poster (594mm × 841mm), you can specify this before you start (there isn't an A1 option, but you can enter the dimensions manually).

- PowerPoint also allows you to add guidelines to help you line up the poster elements. Click View, then tick Gridlines.

### **Images and PDF conversion**

When converting your poster to PDF, take care that your images are not degraded in the process. They may look fine on-screen but then look blurry or pixellated when printed as A1 or A0.

The following process, in Word or PowerPoint, will ensure that images retain their resolution up to A1 size (provided that they were sufficiently high-resolution in the first place - 300 pixels per inch should be sufficient).

First, set the page size:

- Design > Page setup... in PPT / Page Layout > Size in Word  
(Word only) Choose More paper sizes... at the bottom
- Set Width to 59.4 cm and Height to 84.1 cm (A1)

If using PDFcreator or Adobe Acrobat to convert to PDF, check the print resolution before converting:

- Set printer to Adobe PDF or PDFcreator, and click Printer Properties underneath
- Select Layout tab and click Advanced...

Set Graphic > Print Quality to at least 600 dpi

### **Design suggestions**

- Use all the space at your disposal, but do not cram in the content - white space is an important part of the layout, and good use of it can make a poster elegant and arresting.
- Use colour sparingly - limited use of a few colours is more striking than a 'rainbow' approach. Think about why you are using colour; it is especially useful for emphasis and differentiation.
- Avoid colour combinations that clash (e.g. red on blue) or cause problems for people with colour-blindness (e.g. red and green in proximity).
- Use white or muted colour background (e.g. pastel shades)
- The flow of information should be clear from the layout; if you have to use arrows to indicate the flow, the content could probably be arranged better.
- Clearly label diagrams/drawings and provide references to them in the text where necessary.
- Again, follow the conference guidelines, which may be quite specific about paper sizes, font sizes etc.
- The title text should be readable from 6 metres away - at least 48-point text. (Note that if you are creating your poster in A4 format, to be blown up to A1 format later, the final printed font size will be approximately 3 times the size you are working with.)

- The body text should be readable from 2 metres away - at least 24-point text
- Choose a clear font with large inner space (i.e. the space inside the loops of letters such as 'o', 'd', 'p'). Good examples are Arial, Verdana, Georgia or Helvetica.
- Keep the word count as low as possible.

***Poster Submission***

You are required to submit one electronic copy of the poster by email to [aaloufi@ksu.edu.sa](mailto:aaloufi@ksu.edu.sa) .