

Ten Quick Notes for Designing Good Posters

1. Keep your title simple and short, and place it at the top and center of your poster.
2. Don't overcrowd your poster with too much information.
3. Use eye-catching, tasteful color combinations.
4. Contrast is important.
5. Don't use hard to read fonts (stand back and squint at it).
 - ✓ San serif is good for titles and headings.
(examples: Arial, Helvetica, Calibri, Myriad Pro)
 - ✓ Serif fonts are good for body text.
(examples: Times New Roman, Century, Garamond)
 - ✓ Steer clear of using highly stylized fonts.
(examples: *Palace Script, Mistral, Fivaldi*)
6. Use bold fonts to make your headings stand out.
7. Use charts and graphs to display your data or results.
8. Use images that help illustrate the messages in your poster.
9. Go with the flow (Let the flow of your poster follow an easily recognizable pattern).
10. Plan your poster so it's easy to grasp the main points quickly.

Additional Tips

11. Creating PowerPoint slides can help you organize your information. You can then paste your slides onto your poster. If you use this approach, you should have 16 slides or less of information.
12. Using bullet points instead of sentences or paragraphs makes the poster easier to read.
13. Poster size should be width 56” by height 36”. In PowerPoint under “Design”, go to “Page Setup” and enter size.
14. Font size depends on the amount of information. Generally the title ranges 72-200 point and headings 44-70 point.
15. Use the correct Vanderbilt logo for external conferences.
16. Zoom to 100% view to check pictures on posters. Sometimes they will not appear clear when enlarged.
17. Makesigns.com provides templates that can be downloaded. They can also print and mail your poster to you.
18. BRET office in Light Hall offers poster printing. Contact Karen Perry for information or go to the BRET website:
<https://medschool.vanderbilt.edu/bret>

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