



Creating An Effective Scientific Poster Presentation

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Effective Poster Checklist

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's theme or take-home message quickly discernible?
- Is the poster layout visually pleasing?

Delivering the Message

- Is the research objective made explicit and highlighted under a heading such as "Objectives," "Aims," or "Goals?"
- Are the main points explicitly labeled (e.g., "Main Points," "Conclusion," "Results").
- Does the information flow logically?
- Has the content been carefully edited?
- Is the text legible in terms of font choice, size, color and spacing?
- Does the title bar include the presenters' names and is the department or institution identified?
- Is the poster free of curious acronyms and jargon?

Creating Visual Impact

- Are the graphics large enough to be seen from a distance of 10 feet?
- Are the graphics attractive and relevant?
- Have figure legends or captions been used to guide the viewer?
- Does the poster have sufficient clear space?
- Are text and graphics evenly balanced, with enough text to explain the graphics?
- Have items been aligned?

Checklist adapted from University of Guelph's "Effective Poster Design"
<http://www.soe.uoguelph.ca/webfiles/agavez/poster>

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