



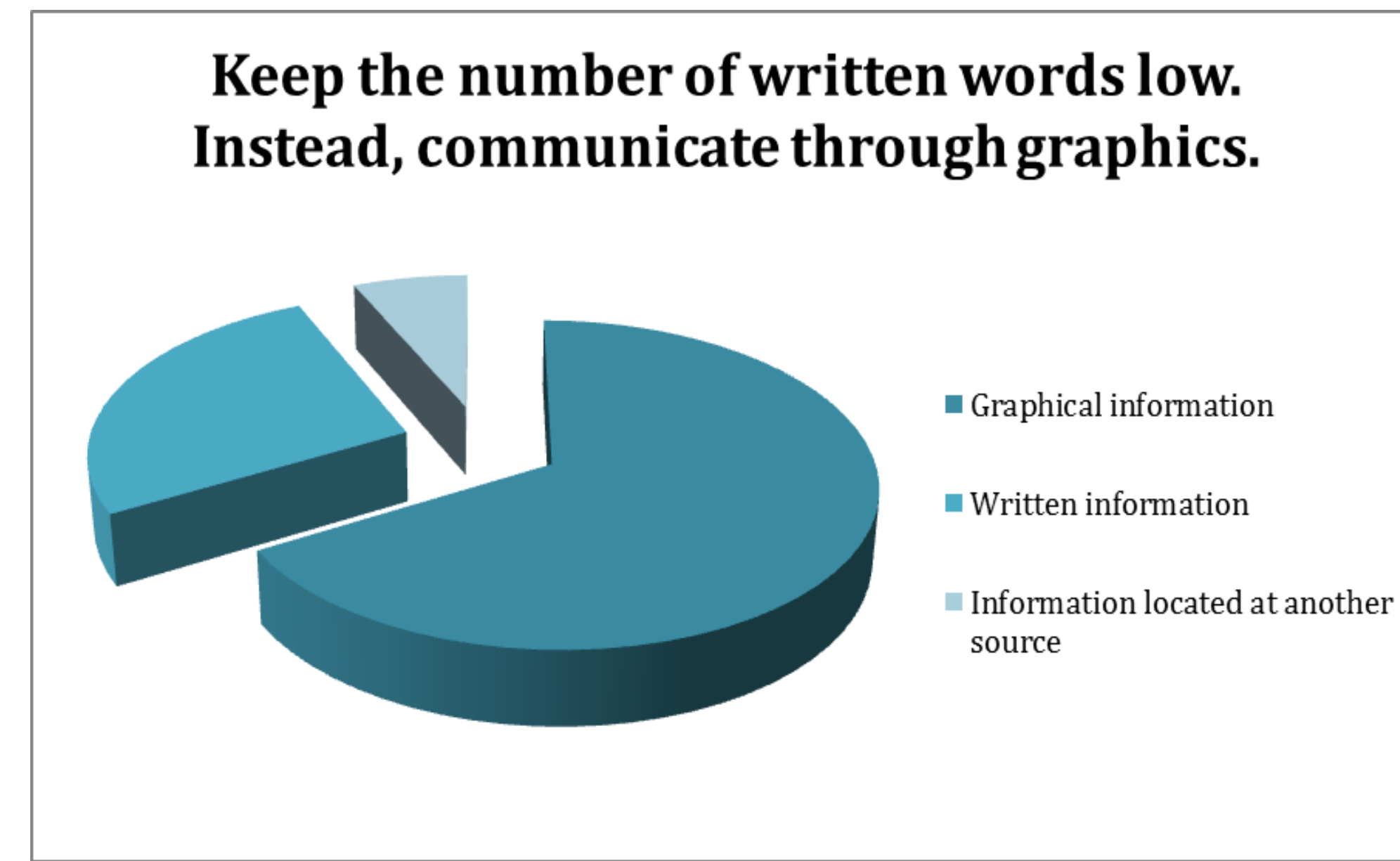
Your poster is the visual aid for your oral pitch

You will encounter three types of audiences for your posters, so ensure that your poster has something for each.

Experts on your topic are not your main audience	Workers in your field are your target audience	Workers outside your field are your bonus audience
<ul style="list-style-type: none"> • These people will read your poster regardless. • Include only the most important specifics, details, or numbers. 	<ul style="list-style-type: none"> • They will be drawn to a clear presentation. • Include the context of your work, and not too much background. 	<ul style="list-style-type: none"> • They will be drawn to a clear message. • Clearly state the motivating problem and the solution.

You can include additional information in your oral pitch or on your website. Be sure to include a link or QR code!

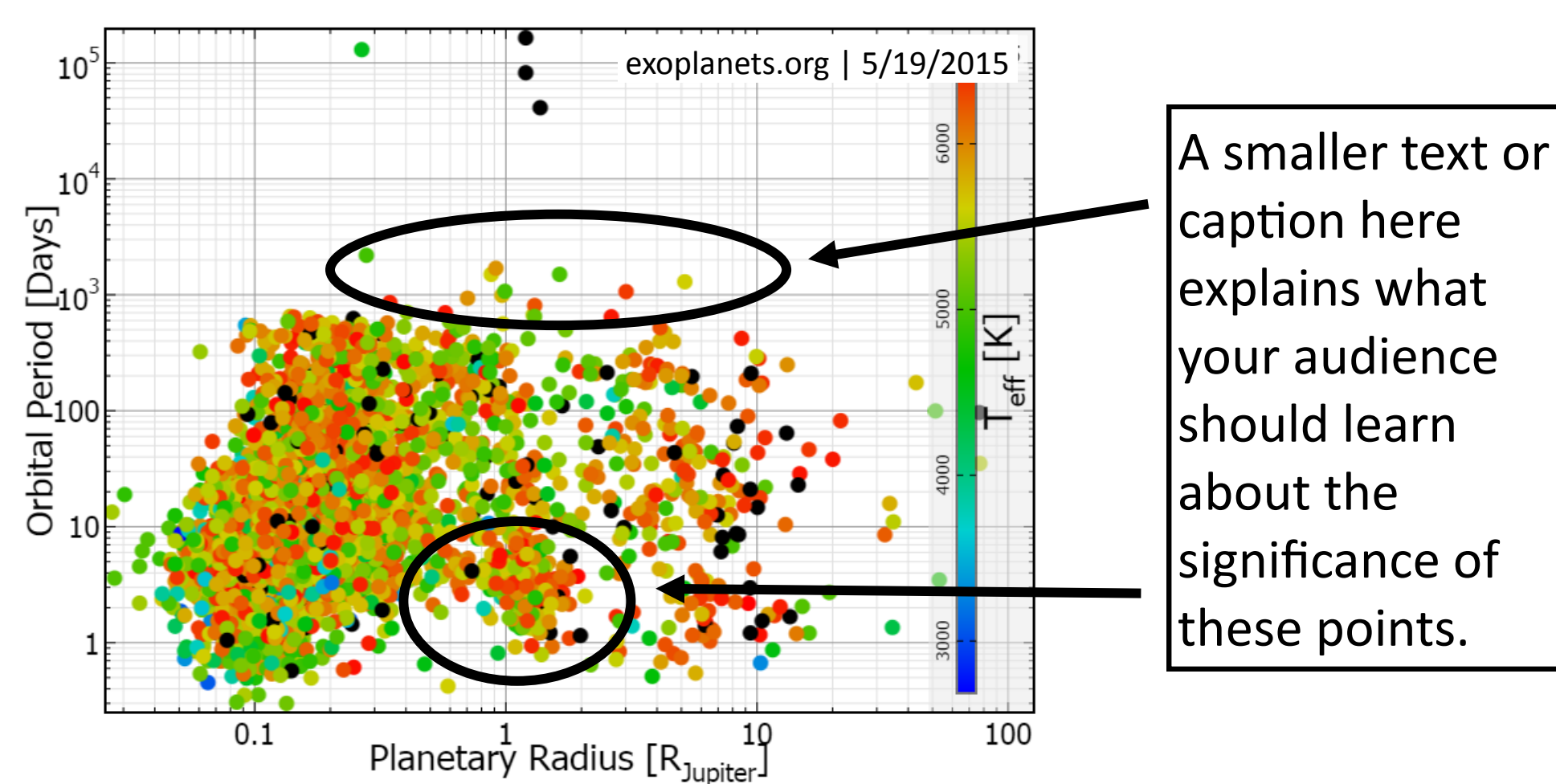
Use short, effective sentences to communicate your message, and avoid large blocks of text.



- Use bullet points, not paragraphs to emphasize key information
- Abstracts should be found in conference proceedings, not on your poster.
- Avoid using jargon so your message is accessible to non-experts.

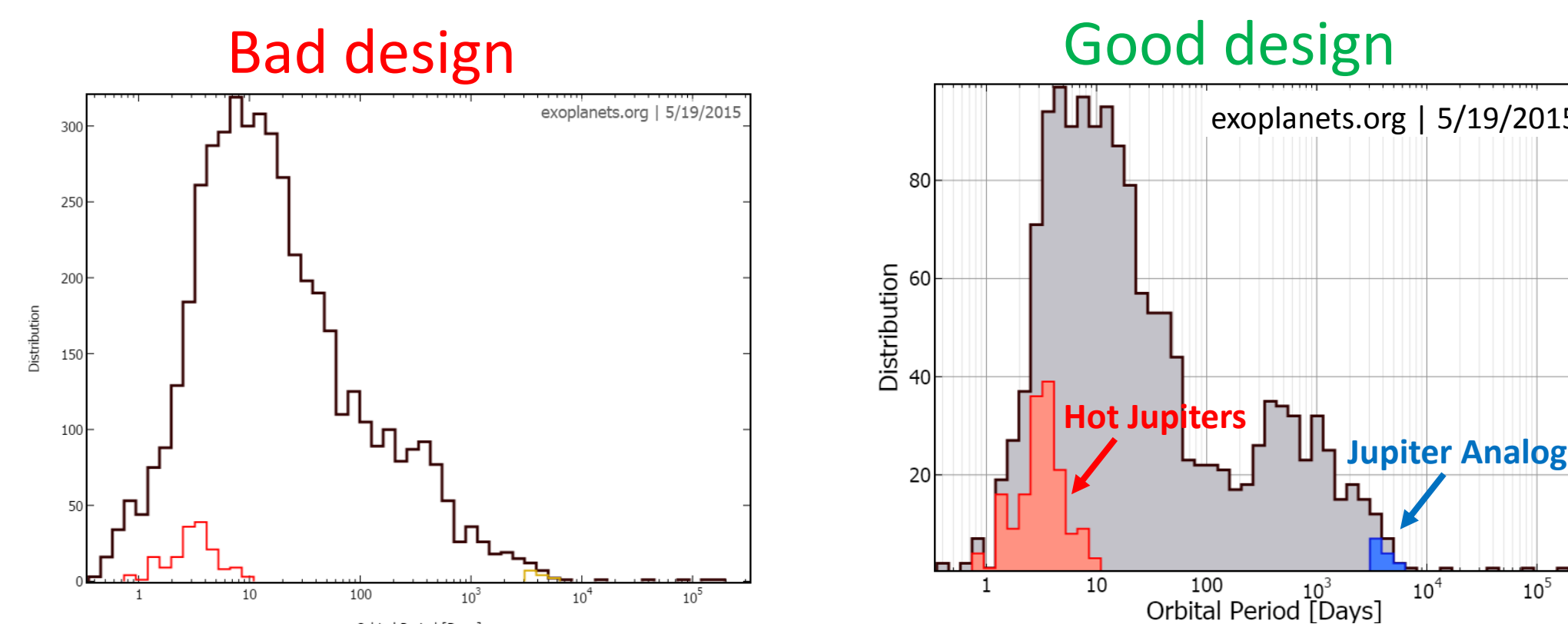
Graphics should help tell the story and be understandable on their own

Highlight important features of your graphics and explain what the audience should take away from it.



Ensure that all of your plots have easily understood axis labels and units. Use common symbols for variables or units.

Show, don't tell! Use graphics that are key to the story. All style features of your graphic should have explanations.

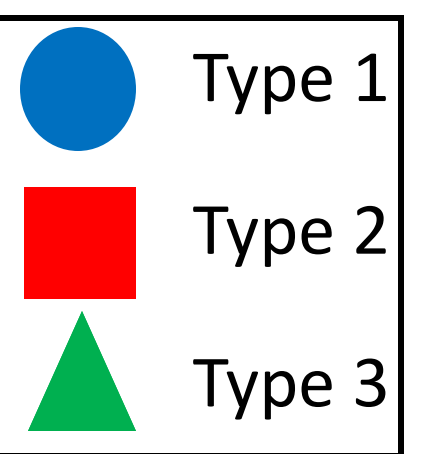


- Axis numbers and labels too small
- Hard to see yellow curve
- No color legend
- Axis labels and number readable
- Blue easier to see than yellow
- Red and blue colors explained
- Grid lines make logarithmic bins easier to read

Use high quality graphics for posters. PDF and EPS usually turn out well.



Many astronomers are red/green color blind. Emphasize different categories by using both different colors *and* symbols.



Use as many graphics as needed to tell your story...and no more!

Make the flow of the poster simple, intuitive, and easy to follow

A scientific poster usually consists of the following parts:

- A short title that clearly describe the main point/topic of the poster
- List of authors, affiliations, and contact information
- Introduction (What is it about? Why is it important?)
- Observations/Methodology/Data Analysis (How do you do it?)
- Results (What do you find?)
- Conclusion/Summary/Future prospects
- References
- Acknowledgements

Clearly define each portion of your poster using a flowchart or section boxes.



Most audiences read left → right and top → bottom. Use numbers to clearly define sections if you deviate from this organizational method.

Keep content within each section well spaced and not cluttered. This makes your poster easier to read.

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Don't be scared of whitespace!

Use a short sentence as a section title where possible. This will highlight the takeaway points of that section!

The colors and styles used should aid the content

Large text should be readable from about one meter away.

Font Sizes Used in this Poster	
Poster Title	90pt
Author list	56 pt
Affiliations	50 pt
Section Titles	56 pt
Main Text	36 pt
Secondary Text	32 pt
Key Points	40 pt

- Colored text can help **organize into separate categories**, **highlight key ideas**, or **group numbers of the same type**. Choose only a few colors to avoid a busy-looking poster.
- Be consistent with how you color code within your text and within your graphics, as well as *between* your text and graphics.
- Use a simple background so that the text and figures are easy to read. **Busy patterns are distracting.**
- Use a high contrast of color between **the text** and **the background.**
- Use **bold** and *italic* text styles to add emphasis to key points. Use sans serif type fonts for easy reading.
- Left align or justify your text for a clean, professional look.

Stylistic choices should always aid content comprehension, never detract from it!

Useful Links

Find more useful information and sources on good poster design by following this QR code or the link below!



sites.psu.edu/astrolady/2015/05/20/poster-design/

Acknowledgements

We would like to thank everyone who directly or indirectly contributed ideas and content to this poster. We thank all the people who present their posters at conferences for providing a multitude of examples of poster design, both good and bad, to learn from. We apologize for this one block of text on the poster, thereby breaking the rules and example presented here.