

Cheatsheet to Poster Design

(BECAUSE YOU DIDN'T REALIZE BEING A SCIENTIST ALSO MEANT BEING AN ARTIST)

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Common Poster Sizes

36"x 48"

36"x 60"

48"x 48"

Before deciding on a poster size, always check the conference guidelines and the size limits for the printer you plan to use.

Common Font Sizes

Title ▲ 85 pt Body Text ◀ 24 pt **Authors** ▲ 50 pt
Sub-headings 36 pt ▲ 18 pt ▶ Captions

Introduction to Typography

Serif Each letter in the serif font family has both thick and thin stroke widths and decorative "feet" (serifs). Traditionally used for body text.

Sans serif fonts use very little ornamentation. Traditionally used for titles and headings.

Sans Serif

Designer The designer family includes scripts and "fun" fonts. Traditionally used on bake sale flyers and myspace pages.

Good Font Combinations for Headings/Body Text:

Helvetica / Garamond

Caslon / Univers

Futura / Bodoni

Garamond / Futura

Gills Sans / Caslon

Minion / Gill Sans

Myriad / Minion

Caslon / Franklin Gothic

Trade Gothic / Clarendon

Franklin Gothic / Baskerville

Software Options



**Adobe
InDesign**

Pros: Designed for print media, More flexible

Cons: Harder to learn, Usually expensive



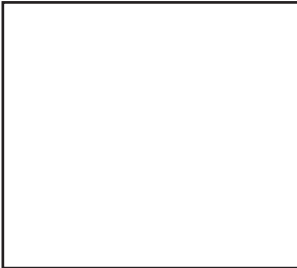







**Microsoft
Powerpoint**

Pros: Easy to learn, Most people already own it

Cons: Meant for presentations, Inflexible

Sample Poster Layout

<p>Your brilliant title goes here, sparking interest and wooing your fellow conference-goers</p> <p>Author Name, University of Alaska Fairbanks</p>  		
<p>Introduction</p> 	<p>Results</p> 	<p>More Results</p> 
<p>Methods</p> 		<p>Discussion</p> 
		<p>Works Cited</p> 

Common Mistakes:

Poor Image Quality Font Size Too Small Columns Too Wide
Bad Use of White Space Misalignment Too Much Text No Breathing Room
No Direction Busy Background Bad Color Schemes

Helpful Links

General Guidance (including this cheatsheet): <http://www.kmeverson.org/design.html>
Download Adobe Indesign Free: <http://www.alaska.edu/oit/services/software-downloads/>
Generate Color Schemes: <https://kuler.adobe.com/#create/fromanimage>
Get Poster Design Feedback: <http://www.flickr.com/groups/pimpmyposter/>
Guidelines and Examples: <http://www.cns.cornell.edu/documents/ScientificPosters.pdf>
Tips and General Help: <http://colinpurrington.com/tips/academic/posterdesign>