

Poster Checklist

Once you've developed the first draft of your poster, consider these questions:

1. Your Message

- Does your poster reflect the **KEY POINT** that you want to convey to your audience?
- Is your message reflected in your poster title and conclusions or "What We Learned" section?
- Is your title declarative, active and/or engaging?

2. Graphics

- Do your charts, tables, graphs, photos or other graphic elements only include the data or images that truly support or enhance your message?
- Are they straightforward and easy to understand?
- Are they properly labeled and/or credited?
- Have you included the logos of your institution and funding sources?

3. Readability

- Does the poster have good contrast between background and text?
- Is the title large enough (at least 72 pt)?
- Are the headlines at least 48 pt?
- Is the text at least 24 pt?
- Is the text bulleted rather than in long sentences?

4. Alignment

- Are the columns of the same or complementary widths (that is, do they follow an invisible grid that helps to organize the information)?
- Are the columns lined up along the top?
- Are the text boxes, charts, graphs, photos, etc. aligned according to an invisible grid?

Remember, a nice looking poster is a great first step. But, if your message isn't coming across loud and clear, you risk missing the opportunity to connect with your audience in a meaningful way.

Strategic Communications & Planning

34 West Avenue, Suite E

Wayne, PA 19087

www.aboutscp.com