

# Writing, designing, and presenting a poster

- 1 Get all the important stuff at eye level
- 2 ...so, if event regulations allow, prefer landscape to portrait.
- 3 Make the navigation self-evident: use arrows or numbers.
- 4 Follow Robin Williams's four principles (contrast, repetition, alignment, proximity).
- 5 Consider visual impairment, including colour blindness. Use [vischeck.com](http://vischeck.com).
- 6 Ensure the headings are readily legible from at least 8ft away and the body text from 5ft.
- 7 Use sans serif font.
- 8 Use sentence case for headings.
- 9 Use narrow columns. Recognise that what looks narrow on your computer screen might not look narrow in print.
- 10 Use short (typically single-sentence) paragraphs. Avoid paragraphing the way you would an essay or report.
- 11 Design the poster as part of a trinity comprising (i) poster, (ii) yourself, and (iii) a handout.

*This resource is published as the seventeenth in the Writing Protocols series.*

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## Resources

Jack B. Hailman & Karen B. Strier, *Planning, proposing, and presenting science effectively* 2nd edn (Cambridge University Press, 2006)

Robin Williams, *The non-designer's design book* 4th edn (Peachpit Press, 2014)

*Designing conference posters* website: <http://colinpurrington.com/tips/poster-design>

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We help engineers with bids, presentations, papers, reports, and publications.

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