Tips for a self-explanatory poster

Goal: Lay your data out in an easy to read, logical, chronological fashion.

Before you start

Make a list of "I want my audience to understand that I have observed A,B,C, … from my data/simulation/ model" and rank them from the most important to the least. Choose the top 3-4 in this list to elaborate in your poster and rank them. Idea-1 goes at the center, idea-2 below the goals section, and idea-3 to the right of the idea-1.

Layout and presentation

1) Check the size of the ezel provided. Typical size: 3' X 4' or 3' x 5'.
2) Compulsory smallest font: 24 pt on illustrator.
3) Compulsory size of the title: 72 pt.
4) The most important figure should be at the center.
5) Compulsory sections: Goals (Introduction and overview), methods, results, conclusion, references and acknowledgement.
6) Every heading must convey the purpose of the section that it heads.
7) Compulsory: White background, black text for non-highlighted parts. Use only 2-3 other colors, excluding black.
8) Use a grid to keep everything aligned.
9) Use a separate box for each section: Goal, idea1, 2, 3, conclusions, references and acknowledgment.
10) Keep text hierarchy, font, colors, and empty spaces consistent - heading, normal text, highlighted text and text associated with the pictures.
12) Use bullet points only if you have more than one point. If it is just one, work it into the title.
13) Compulsory Font: Only Helvetica
14) Use vector based software for experimental setup and other non-data-based images.

Plots

1) Use bold lines in your plots.
2) Make sure that all the colors are visible.
3) Make sure you have a legend.
4) The axes labels must not be less than 24pt.

Images

1) Adjust brightness and contrast.
2) Crop the images to make the important information obvious.
3) Include labels wherever necessary, even in your experimental setup image.
4) Give photos short captions.
5) When you have parts of a big assembly, give a symbol to each part and where it is in the big assembly.

Most important: After you make the poster, please review your list of top 3-4 ideas and remove all that is unnecessary. Don't over-crowd your poster.