Poster Design Checklist

Test Whether Your Poster Can Stand Alone

Information/Message

- Provides an introductory summary or abstract
- Defines the problem or issue
- Emphasizes "The News" about the issue with detail, illustrations, examples, and so on
- Presents the benefits of the solution
- Translates jargon
- Uses correct grammar and spelling
- Chooses parallel or equivalent phrases in bulleted lists
- Identifies key components of diagrams

Visual Design

- Explains and labels figures and graphs
- Persuades through "message" headings ("Room for Improvement in Base Case") rather than low-content "Introduction," "Results," and so on
- Foregrounds content, not background design or color
- Frames items with adequate blank space so that the organization of information is clear
- Formats equivalent items consistently
- Presents relevant images, not "eye candy"
- Enhances legibility through color choices and font size

Delivery

- Could deliver talks of different lengths (30 seconds, 1 minute, 2 minutes)
- Summarized key points in three - four sentences for overview
- Reinforced points with concept-related gestures
- Avoided distracting gestures
- Made eye contact with listeners; looked at them, not the poster
- Talked without notes or excessive reading from the poster