

Title pitched at general audience that provides conclusion or at least hints at something interesting

DO. NOT.
PUT. LOGOS.
HERE.

Doing so crowds the title and visually distracts from important graphics. Put logo on your business card, not poster.

DO NOT PUT LOGOS here, either.

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Introduction

Three sentences max.

Persuade reader you have novel, interesting question(s) and hypothesis. Resist urge to use all the white space.

Materials and methods

Three sentences max.

If viewer truly wants to know gruesome details, they'll ask or email you. Sometimes adding a pic is good.

Results

Highlight your LARGE photographs, charts, maps, or in this central arena.

Don't include every graphic you've made that relates to project. Choose one. Or two. And separate graphics with plenty of white space.

If you have just one or two simple graphics, viewers will be drawn to explore them. If you have too many or they are too complicated, they will be repelled.

Annotate graphics with arrows and callout boxes so that viewer is **visually led** through how hypothesis is addressed. The goal is to enable viewers to understand the logic behind your conclusions *without you needing to be there*.

Keep font size of all text (even graph labels) as big or bigger than in rest of poster.

Conclusions

Explain why outcome is interesting. Don't assume it's obvious. Three sentences max.

Maybe include a sentence about what you plan to do next.

As for Introduction, don't feel like you need to fill the entire box.

I.e., if you retain a lot of white space you will attract more viewers. Seriously.

Literature cited

Author, J. 2012. Article title. *Journal of Something* 1:1-2.

Acknowledgments

Be brief.

Further information

Please see <https://colinpurrington.com/tips/poster-design> for more templates and tips. I'm at colinpurrington@gmail.com if you have a question or comment.