

## SKILLS FOR LEARNING

# GUIDE TO POSTER DESIGN

### WHAT IS A POSTER?

An academic poster is a visual presentation of your research information and is often used at conferences. Rather than simply reproducing your entire assignment you are creating a condensed version of the highlights in a visual medium that should both attract *and* inform potential viewers.

Think about your potential audience. Will they be your peers and understand subject specific information and terminology or are they a more general audience and should you use less complicated language and terms? Make sure that you are aware of the allocated word count as this will impact on the layout and design of your poster.

### PLANNING

As with any piece of academic work, planning is vital. Begin by summarising your work into key points, create a rough draft and sketch out a plan of your poster. Think about the images, charts or tables that you will need to include and remember that your poster needs to be eye catching in order to capture an audience's attention.

### FORMATTING

Try and use no more than two fonts throughout your poster. It will need to be visible to an audience from several feet away so choose the font size of the title, headings, sub-headings and main body text accordingly. Remember that text that performs the same function throughout the poster (eg headings) should be formatted identically and the main body of your text should be left aligned in a clear, legible font.

### IMAGES

Don't use images taken from the Internet. When you enlarge and print out your poster they will become distorted and pixelated so use high resolution images instead. You must also remember to correctly reference any images that you use. Tables and charts should be labelled appropriately and formatted in order to best enhance their visibility, remember that people will be looking at your poster from a distance.

### LAYOUT

Whilst the poster is a visual tool it still needs to maintain a logical structure in order that a viewer can easily follow and understand your argument from start to finish. Consider including a title, introduction, methodology, results, discussion, conclusion and references. Group related text

### Skills Team Poster

Hopkins, R. Mann, S. Stephens, L.

#### Introduction

Sets the scene. Outline areas you will cover. Shows you have understood the question.


#### Aim

Clearly state the aim of the project.

#### Results

- Don't use images taken from the Internet. When you enlarge and print out your poster they will become distorted and pixelated so use high resolution images instead.

Fig 1. Number of cakes eaten by staff members.



- You must also remember to correctly reference any images that you use.
- Tables and charts should be formatted in order to best enhance their visibility, remember that people will be looking at your poster from a distance.


Table 1. Breakfast member table

Team member	Jaffa	Hobnob	Jammy Dodg
Uinda	2%	4%	8%
Taki	3%	7%	1%
Richard	4%	8%	9%

#### Methodology

- Group similar information together.
- Logical flow.
- Builds the points of your argument – provide examples/evidence as support.
- Work out the number of words and how many words to use on each point.
- Clearly label figures and tables.

Fig 1. Bristol algorithm trajectory method.



- Try and use no more than two fonts throughout your poster. It will need to be visible to an audience from several feet away so choose the font size of the title, headings, sub-headings and main body text accordingly.
- Remember that text that performs the same function throughout the poster (eg headings) should be formatted identically and the main body of your text should be left aligned and in a clear, legible font.

#### Conclusion

- Summary of argument/main points.
- Relate back to the question.
- No new information.

#### References

Arya, C. (2003) Design of structural elements. 2nd ed. London: Spon Press.

Charlesworth, D. (2001) Introduction to plant population biology. 4th ed. Oxford: Blackwell Science.

together and think about using a design grid or columns to improve the layout. When deciding on colour schemes for your poster use a colour wheel to pick two or three complementary colours and try to avoid patterns that would distract from the text.

### **REVIEW**

Make sure you give yourself enough time to review your poster before printing and handing in. Check for content and referencing but also print an A4 copy off and place it on a wall in order that you can see what it will look like from a distance. Ask a friend or family member for feedback; can they follow the flow of information, read the text clearly and understand the graphics and charts you've used?

### **PRINTING YOUR POSTER**

The University's Print Services Unit (PSU) provides efficient and cost-effective printing. Find them at; [www.wlv.ac.uk/psu](http://www.wlv.ac.uk/psu).

### **HELP AND ADVICE**

For more details on the help available please refer to the Skills for Learning website at <http://www.wlv.ac.uk/skills>.



---

#### **Cite this work:**

Skills for Learning (2018) *Guide to poster design* [online]. Wolverhampton: University of Wolverhampton. [Accessed give date accessed] Available at: <<http://www.wlv.ac.uk/skills>>.

To request this document in an alternative format please contact [skills@wlv.ac.uk](mailto:skills@wlv.ac.uk)