

# Effective Poster Layout and Design

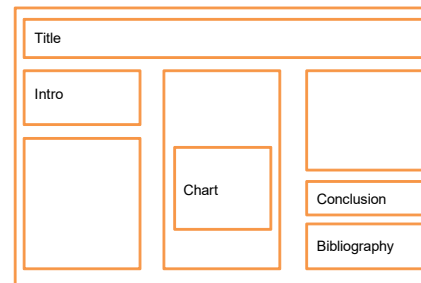
## 1. Poster size

Determine the size of your poster.  
Some common poster sizes are  
A0, A1, A2

A0	841 x 1189mm
A1	594 x 841mm
A2	420 x 594mm

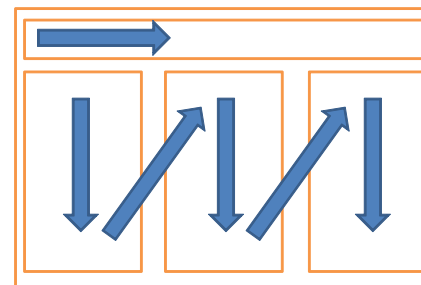
## 2. Start with a sketch

It's always a good idea to make a sketch of your poster beforehand to determine the overall layout and structure.



## 3. Sequence

Determine a logical sequence for your information. Generally top to bottom and left to right. Ensure your poster is well structured just like any other piece of academic writing.



## 4. White space

Remember to include white space (areas not covered by a design element) within your poster. White space both guides the eye and gives it somewhere to rest.

## 5. Words and graphics

A picture is worth a thousand words, but make sure any graphics you use support the message of your poster and are of a high enough quality when printed at a large size.

## 6. Typography

Create a hierarchy of headings.

Sans serif fonts such as Arial tend to be easier to read.

Try to use a single font throughout your poster and use larger font sizes.

Poster Title  
Sub Headings  
Main text

## 7. Colours

Pale colours work best for poster backgrounds

Consider using white text on a dark background for section headings



Use colour harmonies to tie together elements within your poster. Use colour wheels to help:

- <https://color.adobe.com/create/color-wheel/>

Use an additional single colour for emphasis and ensure adequate colour contrast.

If in doubt leave the poster background white.

# Some Common Pitfalls

## 1. Information overload

Resist the temptation to fill your poster with too much information. Edit your content ruthlessly.

## 2. Poor colour combinations and contrast

Text appears blurry

(Green text, red background)

Text appears blurry

(Red text, blue background)

Yellow on white is hard to read

(Yellow text, white background)

## 3. Using images from the Web

Beware of using images from the Web, they are often poor quality when enlarged and also bound by copyright.

Websites such as Freepik.com offer access to high quality images that you can use but you **must** follow their attribution rules.

You can also look for Creative Commons materials but remember to credit sources.



## 4. Poor typography

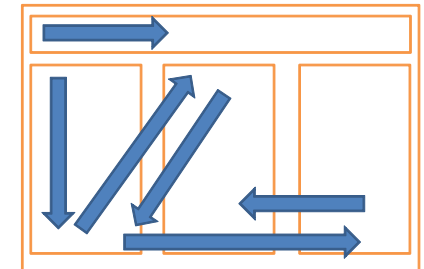
*Avoid using hard to read type faces*

Avoid abbreviations, acronyms, and jargon.

## 5. Poor flow of information

Try not to confuse the eye.

Remember that left to right and top to bottom is always the most natural path for the eye to follow.



## The following resources may be useful:

### Recommended free to use image sites:

Unsplash: <https://unsplash.com/>

Pixabay: <https://pixabay.com/>

Freepik: <https://www.freepik.com/>

Search Creative Commons: <https://search.creativecommons.org/>

*Even though images may be free to use, it's good practice to credit the photographer.*

### Accessibility - Colour Contrast

WebAim Contrast Checker: <https://webaim.org/resources/contrastchecker/>

### Poster Design

University of Cumbria: Tips for producing a large poster in PowerPoint [PDF]  
<https://my.cumbria.ac.uk/media/MyCumbria/Documents/Library/Producing-a-large-poster-in-PowerPoint.pdf>