HOW TO DESIGN A RESEARCH POSTER

POTENT PRESENTATIONS
MESSAGE • DESIGN • DELIVERY

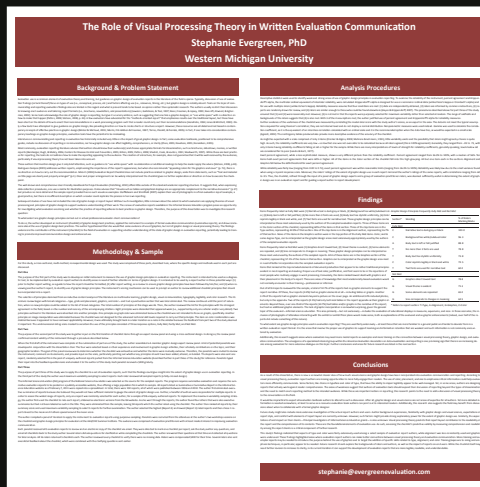Presented By **AMERICAN EVALUATION ASSOCIATION**

TOP TIPS TO ROCK YOUR POSTER:

- Graphic elements should dominate
- Use color to emphasize
- Pictures are worth a thousands words
- Use bold lines and obvious patterns
- Simplify graphs and tables
- Don't use a lot of acronyms
- Minimum text size should be 18 so it can be read a few feet away
- Break text up into digestible chunks
- Key takeaway points are highlighted
- Use a graphic designer for creative solutions
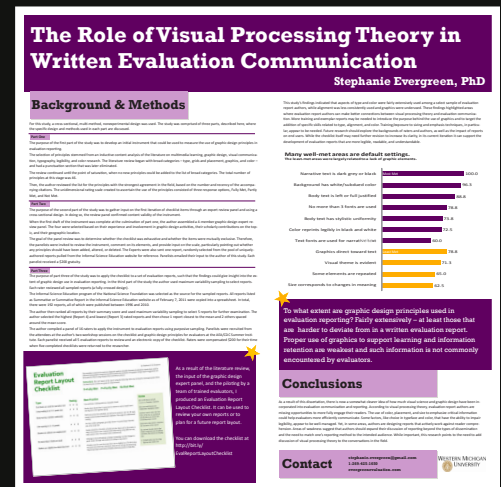
POPULAR PROGRAMS:

QUICK LAYOUT:
Microsoft Powerpoint
Microsoft Publisher

ADVANCED/CUSTOM:
Adobe InDesign
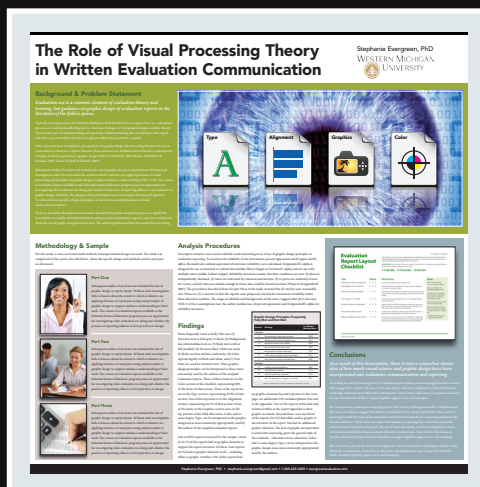Adobe Illustrator
Adobe Photoshop

"BEFORE" POSTER DESIGN

"AFTER" POSTER DESIGN VERSION 1
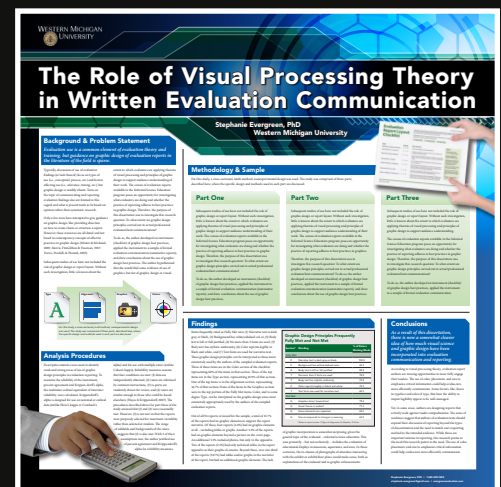### VISUALIZE DATA, CHUNK TEXT, AND CALL OUT KEY POINTS

"AFTER" POSTER DESIGN VERSION 2
ADD PHOTOS AND A COLOR SCHEME THAT RELATES TO THE SUBJECT

"AFTER" POSTER DESIGN VERSION 3
USE STRONG CONTRASTS TO FOCUS READER'S EYE ON CONTENT

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