# HOW TO DESIGN A RESEARCH POSTER

PRESENTATIONS MESSAGE + DESIGN + DELIVERY Presented AMERICAN



## 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

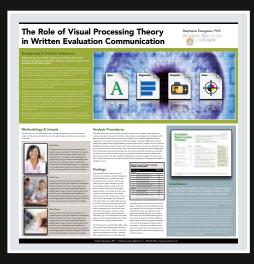
p2i.eval.org

#### "BEFORE" POSTER DESIGN



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



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

The Role of Visual Processing Theory in Written Evaluation Communication

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



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