CHARACTERISTICS OF AN EFFECTIVE POSTER
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Characteristics that Make a Poster Interesting

**Color**
- Used as text colors and title backgrounds
- Used as color blocks to organize or emphasize information
- Is consistent throughout poster
- Use is logical, not random

**Useful Information**
- Presents only highlights of project
- Furthers understanding
- Outlines topic
- Includes only relevant information
- Uses relevant tables, charts, photos

Characteristics that Make a Poster Easy to Read

**Text**
- Is large and bold
- Is in a simple font (Times New Roman or Arial)
- Is in bulleted phrases
- Has no hanging indent if it is not bulleted

**Contrasting Colors**
- Are light and dark
- Do not clash

**Uncluttered**
- Uses enough white space so poster does not look crowded
- Does not use too much white space so poster looks empty

**Organization**
- Uses section headings
- Sections arranged top to bottom and left to right
- May use numbered sections
- May use arrows, dividing lines, color blocks

**Content is easy to understand**
- Content is presented in a logical progression
- Uses minimal abbreviations and jargon

**Alignment**
- Poster elements are aligned vertically and horizontally with each other

**Bullets**
- Different bullets are used for different levels
- There are not too many bullets
- Bulleted text uses a hanging indent

**Consistency**
- All elements throughout the poster are consistent with each other in terms of use of color, font, font size, placement and alignment

GOLDEN RULE
The use of color, font, font size, placement and alignment of elements is consistent.

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