

Poster Guidelines

Here are some guidelines for making posters.

The basics. Include your names and your course number(s) on your poster. A common poster size is 4 feet wide and 3 feet tall (or vice-versa), but this is only one option. Don't go over 4 feet in either direction.

Visuals. Graphics and images are often the featured item on a poster; spend time on them! These are what many viewers look at first. Often you'll want to add captions to explain what's going on in an illustration — it's easier to find the explanation of a figure in a caption than in the text body of the poster.

Text. Write enough text so that somebody could get the main idea of your poster even if you weren't there to explain it in person. Do include a few detailed items that highlight some of the more complex or subtle points. Beyond that, I often choose to write as little text as possible—I carefully select text that I want people to read, since if there is too much text then some viewers won't read any of it; this is a stylistic choice. Including a main equation (with the notation defined) can sometimes help in reducing the amount of text.

Topic. Your poster does not need to be on the same topic as your project 3 report! It could, for example, be on either project 1 or 2.

Drafts. I am happy to look over a draft of your poster and suggest possible improvements.

Tone. Maintain a positive tone while discussing both the pros and cons of your project.