Top Tips for Preparing a Digital Poster:
Advice and Guidance for Students.

Posters are a useful way to communicate and disseminate information visually, in both digital and printed formats. They are often used in academic courses for students to share project findings with their peers, or to summarise and disseminate research at a conference. Posters can sometimes suffer from easy-to-fix problems. To avoid common poster pitfalls, apply these tips to help create a clear, attractive and impactful poster.

Poster Preparation.

Initial planning is important for a successful poster. Points to consider:

- What is the purpose of your poster?
- What are the key poster messages?
- How will your poster be judged or assessed?

Common poster assessment criteria are:

★ accuracy and relevance of the information presented;

★ creativity;

★ visual appeal and flair of the poster;

★ and clear communication of the information.

Delivering Your Message.

Remember to:

- Include author(s), their emails and academic discipline(s) or School(s).
- Include the poster aims and a brief background.
- Check your information flows logically.
- Acknowledge sources of information/support.

The Poster Event.

- Who will be reviewing the poster?
- Will the poster be printed and/or displayed digitally?
- Will it include a Q&A session and/or peer assessment?
- Is your poster legible from 2 metres for a F2F event?

Creating Visual Impact.

Incorporate a clear title.

Use subheadings for clarity and flow.

Avoid dense blocks of text; use bullet points instead.

Ensure a good balance of text and illustrations.

Use a sans-serif font like Arial or Calibri for accessibility.

Use captions or legends for illustrations.

Consider using legible graphs, tables or flowcharts to convey complex information.

Avoid using too many colours; 3-5 colours often work well.

Avoid distracting and busy backgrounds.

Remember to proof-read all text.

MY POSTER
INTRODUCTION
STUDY 1
DESIGN
A ✔ A ✘
Figure 1. Cross section of the eye.
RESULTS
COLOUR PALETTE
DISTRACTION

Technical Help.

Use the Toolkit Guides:

- Creating Posters using PowerPoint
- Creating Posters using Publisher

Employability Benefits from Poster Presentations.

Creating a poster helps develop skills including:

- Critical analysis.
- Research.
- Creativity.
- Communication.