**WHAT MAKES A GOOD POSTER?**

<table>
<thead>
<tr>
<th>VISUAL ELEMENTS</th>
<th>CLEAN DESIGN</th>
<th>EASY-TO-READ TEXT (BIG)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Selectively communicate aspects of your research within usual poster size of 48&quot; x 36&quot;</td>
<td>columns</td>
<td>from 3-10 feet</td>
</tr>
<tr>
<td>Grab viewer attention</td>
<td>bullets</td>
<td>300-800 words</td>
</tr>
<tr>
<td>Add interesting colors &amp; shapes</td>
<td>numbers</td>
<td>2-3 fonts</td>
</tr>
<tr>
<td>Charts, graphs, graphics, diagrams, maps, cartoons, icons, etc.</td>
<td>headlines</td>
<td>left-justified</td>
</tr>
<tr>
<td>KEEP PLENTY OF &quot;WHITE&quot; SPACE</td>
<td>consistency</td>
<td></td>
</tr>
</tbody>
</table>

**COLOR**

- Dark print on light background best.
- Be color blind
- People friendly - no red against green!

**POWERFUL EXAMPLES**

- F1000 Research
- Pimp My Poster

**SOURCES**


**POSTER PRESENTATION 101**

1. **KNOW YOUR AUDIENCE**
   - Know your audience ahead of time - don’t know?
   - Ask conference organizers and colleagues
   - Prepare for your specific audience
   - Check for audience understanding when presenting

2. **USE CLEAR CHARTS**

3. **PREPARE**
   - Nothing combats public speaking anxiety like preparation
   - Prepare an elevator speech: a 1-2 minute summary of your research in layperson terms. If you need jargon, limit it & define it please

4. **PRACTICE, PRACTICE, PRACTICE**
   - Practice in front of your mirror, friends & family
   - Speak loudly & clearly (but don’t shout)
   - Eliminate meaningless transition words like “um,” “OK” “so…,” “like,” etc.

5. **BE FLEXIBLE & SHOW YOUR ENTHUSIASM**
   - Don’t wait for viewers to ask questions. You, as the researcher, should ask first “I can tell you about my research in 1-2 minutes or less, would you like to hear?”
   - Use attention-getting devices in what you present and speak. Ex: an interesting or fun fact
   - Humor & enthusiasm about your research goes a long way. Ex: “I promise you won’t be stuck here forever”
   - Admit when you don’t know something. Speculate with your audience and ask their opinion

**SPONSORS / CONTRIBUTORS**

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  - Sara Kuhn, Kristen Bjorkesvicz and Stephanie Walker, UND - Chester Fritz Library
  - Carol Kunnerup, Mott Public Library
  - Andrea Weiting, Bismarck Public Schools