How to Make an Effective Poster

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Using a Poster Template

There are many \LaTeX\ poster templates available online.

Using someone else’s template is much easier than making your own.

Choose a template that offers some flexibility wrt
- Dimensions
- Layout
- Colors

Make sure your poster meets the requirements set by the conference organizers.
Selecting Colors

■ Colors on the Web  →
  http://www.colorsontheweb.com/colorwizard.asp#wizard

■ Sherwin-Williams paint colors  →
Dos

- Bullet or number everything. This imposes a bit of organization and helps guide the reader’s eye.
- Capitalize the first word of each item.
- Use some well-chosen equations.
- Include some thoughtfully designed plots and/or images. Use bold colors.
- Include a small table.
- Give information about your paper in the final cell.
- Include your organization’s (official) logo.
- “Rehearse” your presentation.
- Anticipate questions.
Don’ts

- DON’T
  - Misspell
  - Use inconsistent capitalization
  - Use inconsistent notation
  - Include dense text and/or equations (It’s a poster, not a paper.)
  - Forget to credit collaborators
  - Make text/equations too small
  - Have too many cells
  - Get drunk before or during the poster session 😊
Printing and Transport

- **Fabric posters**
  - PosterSmith → http://www.postersmith.com
  - Easy to transport
  - Wrinkle fairly easily
  - Colors not as bright
  - Text not as crisp

- **Paper posters**
  - University Imaging Centers → http://uic.umn.edu
  - Not as easy to transport
  - No wrinkles if you are careful
  - Bright, beautiful colors
  - Crisp text
Printing and Transport (cont.)

- If your poster is fabric, fold it and put it in your luggage.
  - Try to fold on the borders between cells.
  - Hang your poster as far in advance of the poster session as possible.
  - Stretch the poster taut before inserting thumb tacks.

- If your poster is paper, buy a tube.
  - Carry the tube.
  - Mail the tube to your hotel.

- Take your own thumb tacks.