

KING FAHD UNIVERSITY OF PETROLEUM & MINERALS
ELECTRICAL ENGINEERING DEPARTMENT

EE 411

Guidelines for Creating Effective Posters

KNOW YOUR AUDIENCE

Don't underestimate or overestimate the background of your audience. Capture their interest and their attention.

IDENTIFY YOUR OBJECTIVE

What is the purpose of your poster? Write out your objective until it is concise and clear, then keep it before you as you prepare the material for the poster.

ORGANIZE THE MATERIAL

Displays should flow logically, from one point to the next. If an abrupt transition is necessary, explain why and make sure it is clear to your audience.

STAND IN THE AUDIENCE

Detach yourself from your knowledge of the subject and consider the following:

- Are the points clear without detailed explanation?
- Do the illustrations clarify the point or obscure it?
- Does the material flow logically?
- Is it self-explanatory without oral presentation?

SOME TIPS FOR PREPARING THE POSTER

- The size of the poster should be A1 paper (840 mm X 594 mm, or 8 times the size of an A4) in landscape orientation.
- Displays should lead your audience into active participation and greater concentration on your message.
- Audiences generally understand approximately 25-30% of what they hear, but 60-75% of what they see.
- Each graphic in your poster should communicate your message, be as simple as possible, be read and understood from a distance of 1-2 meters, flow logically, and be in appropriate sequence.
- Fonts should be simple. Title fonts should be 72-pt minimum, headers should be 40-pt minimum, text should be 30-pt minimum. Can your poster be followed from a distance of 4-6 feet?
- Captions and legends should be minimized.
- Illustrations should be simple, large, and clearly labeled.
- Use color effectively, but don't get too busy. Confine yourself to 3-4 colors.

- Illustrations and lettering should attract viewers from 3-4 meters away and be readable from 4-6 feet away.
- Contrast between lettering and background is very important. Consider a white background for text to enhance the legibility of the data.
- Properly sized charts and diagrams will still be easy to read in the middle of the poster board.