How NOT to design a poster

1. Design for competitors.
   - If you identify complexities, not context...
   - ...then no one will know or care about your work except your competitors.

2. Discourage viewers.
   - If you lay out in rows, not columns...
   - ...then viewers will quickly move on to the next poster.

3. Obscure the sequence.
   - If you avoid clues that guide viewers...
   - ...then your poster will be a puzzle that few will care to solve.

4. Emphasize the text.
   - If you use a publication-style format...
   - ...then details will smother your message.

5. Emphasize the trivial.
   - If you are wordy without substance...
   - ...then you will trivialize your work.

6. Avoid emphasis.
   - If you de-emphasize substance visually...
   - ...then you de-emphasize your work’s significance.

7. Distract visually.
   - If you chose variety over order...
   - ...then your message gets lost in the chaos.

8. Use impenetrable text.
   - If you minimize text size and readability...
   - ...then you exclude viewers who need glasses and befuddle those with perfect vision.

9. Focus on the methods.
   - If you emphasize only the methods...
   - ...then viewers know you value methods over concepts, and offer you a job... as a tech.

10. Avoid conclusions.
    - If you fail to specify the major points...
    - ...then viewers assume that your research is pointless.

11. Give a detailed tour.
    - If you are compulsively complete...
    - ...then grab your viewers’ arms to prevent your audience from escaping!

An effective poster is simple:
- It focuses on a single message.
- It avoids saturating the viewer with text.
- It doesn’t tell it shows: graphics dominate.
- It uses a visual hierarchy for emphasis.

Negative examples below illustrate consequences of ignoring these principles.

This poster show examples to avoid!

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http://tinyurl.com/42ek8 and http://tinyurl.com/9weol