WHAT IS A GOOD POSTER?

1. COMMUNICATES CLEARLY AND EFFECTIVELY

A good poster should enable anyone interested to follow the information presented easily. This is why posters should not have too much text, low quality images, or difficult to understand visuals.

2. PRESENTS YOUR RESEARCH DIFFERENTLY

Posters are not just shortened versions of papers or oral presentations. A good poster should make complex information easier to digest through visuals.

3. ALLOWS YOU TO INTERACT WITH YOUR AUDIENCE

A good poster should aim for a dialogue. It should encourage interaction and engagement rather than just reading text. Presenting a good poster enables you to receive valuable feedback from colleagues and peers on the spot.

4. IS WELL-DESIGNED

The key is visuals!

Posters should be visually-pleasing and clear. A good poster should have more visuals than text. Don’t forget to check the accessibility of the colors you pick. Here are some useful resources for designing a better poster:

- Better posters blog
- https://guides.nyu.edu/posters
- https://www.makesigns.com/tutorials/
- https://osf.io/ef53g/
- http://www.colby.edu/arts/student-academic-poster-guidelines/
- https://handbook.floproject.org/accessibilityassesmenttools

The poster has a clear research question, goal, and methodology.
The poster is easy to follow and easy to understand.
The poster communicates information visually, not just with text.
The poster encourages interaction, engagement, and a dialogue.
The poster is well designed and has good quality images.

For more information: asor.org

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