

# WHAT IS A GOOD POSTER?



## 1. COMMUNICATES CLEARLY AND EFFECTIVELY

**Make it accessible!**

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.



2019 Poster Session. Image taken from ASOR's website. Public domain. <https://www.asor.org/am/posters-2020/> Accessed on 3.2.21

## 3. ALLOWS YOU TO INTERACT WITH YOUR AUDIENCE

**Ask and answer questions!**

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.

## 2. PRESENTS YOUR RESEARCH DIFFERENTLY

**Allow yourself to be creative!**

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



Find what interests your audience. Image taken from Canva.com Public Domain. Accessed on 3.2.21

## 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/acts/student-academic-poster-guidelines/>
- <https://handbook.floeproject.org/accessibilityassessmenttools>

- 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.

