

# Tips for Creating Really Good Research Posters

## What is a Research Poster?

Academic research posters are often described as large, visually appealing abstracts, used to present research findings to large groups of people. A good poster outlines the research paper sections (**background, purpose, methods, results, conclusion**), and summarizes key points presented in each section.

### Text

*Accessibility* refers to making information easy for people to read. Usually used for people with certain learning disabilities or visual impairment, **accessibility guidelines** can help you select the best font style, size and colour so your poster is easy for anyone to read.

Font style  
Font size  
Font colour

Limit the amount of text on your poster. Avoid crowding text by using:

- tables,
- bullet points and
- charts and graphs for data.

Font should be large enough to be read from at least 5" away.

Use **whitespace** between columns, images and text to avoid overwhelming poster viewers. Ask someone to proofread your work. After working for many hours on your poster, it is difficult to find your own errors.

### Design

Keep your layout simple. Use the **Rule of Thirds** and take advantage of margin and layout options in design programs to guide you.

Use the **colour wheel** to select colours for your poster.

- Select complimentary colours
- Avoid colours that clash
- Choose colours to convey a feeling or mood to support your research

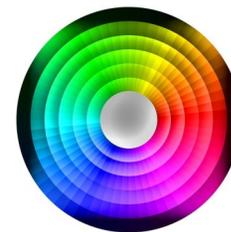


Image by Pete Linforth, Pixabay

Find colour palette ideas in **Powerpoint** and **Publisher**. If you are really stumped, take advantage of the **U of A's professionally designed poster templates** available for students, faculty and staff use.

### Images

Use bright colours  
Use high-quality photos  
Give credit for images when appropriate



Photo credit: Danica Erickson

### Logos

When using a U of A logo alone or with other logos, follow the **Visual Identity Guidelines** provided by the university.

Sponsors and those who contributed to the work but not qualified as authors should be acknowledged. Contact partners or sponsors directly to get copies of their logo to include on the poster if required. Check the **file format of images** you use; some formats are better for printing than others.



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