Infographic: Tips for designing better research posters

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The research poster must be clear, concise and attractive in order to generate discussion and feedback from colleagues. However, it is not easy to achieve those goals in a pleasing layout. Here are some tips to help you design effective research posters that stand out.

**TIPS FOR DESIGNING BETTER RESEARCH POSTERS**

Research posters are a common way to show the results of a project in the academic community. Researchers present posters at conferences as a way to communicate their work in a summarized way to a broader audience. The research poster must be clear, concise and attractive in order to generate discussion and feedback from colleagues. However, it is not easy to achieve those goals when putting all your work in a layout. Here are some tips to help you design effective research posters that stand out.

**PREPARATION**

Before creating your poster you should consider the following questions:

- What is your target audience?
- What is your main message?
- What does your viewer need to know?

Once you’ve decided on the main content, make a rough draft or storyboard with the information, tables and graphics you need.

**TEXT**

Keep in mind that important information should be readable from about 2-3 meters away and attract interest from about five meters.

Use of bullets, numbering, and headlines, make it easy to read. However, do not add bullets to section headings, better use a bolder, larger font for demarcating sections.

Avoid blocks of text longer than 10 sentences.

Use a sans-serif font like Arial or Helvetica and keep size around 70 - 100 pts, subheadings around 40 pts and body text around 24 pts.

**LAYOUT**

Don't cram everything too tightly into the space. Aim for a word count of about 300 to 800 words.

Use 'negative' areas and create a grid to give your content room to breathe.

Find a focal point that will help draw your viewers in.

**PHOTOS AND GRAPHICS**

Use diagrams, graphs or flowcharts to help explain complex information visually. Keep about a 50/50 ratio of graphics to text.

Keep in mind the resolution of your graphics, use at least images with 150 dpi but no larger than 300.

Images that look good online may not be high enough resolution to look good in print at the size you want them to be.

**COLOR**

Try not to use too many different colors or gradients stick to a 3-5 color palette.
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Currently based in Bremen, Germany, Natalia also works as a freelance creative for different organizations, finding innovative ways to communicate science and development.