

Poster, get set, go!

Designing scientific posters

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Viewers like to: **see much & read little**

Hence use **4 quality standards**

Our goal:

- Offer practical guidance
- Convey quality standards

so that posters achieve their full potential

1

Content & Message

- new & relevant

Limit to the essential, without:

- Over-simplifying
- Over-generalizing

3

Technique & Esthetics

Text:

- Legible from a distance of 3m
- Clear fonts
- Avoid abbreviations

Color:

- Figure-background differentiation
- Classification & recognition
- Functionality

Create empty spaces

2

Implementation & Design

- Key terms
- Short sentences
- Diagrams instead of tables
- Captions & charts legible
- Highlights

4

Comprehensibility & Originality

Simplicity & comprehensibility
Brevity & conciseness
Structure & order
Additional visual stimuli

For scientific posters:

- * Harmonization of content and design
- * Design is perceived first

* The content is only conveyed if
the design supports it!

