

## How to design a poster

based on information by Kathryn Tosney

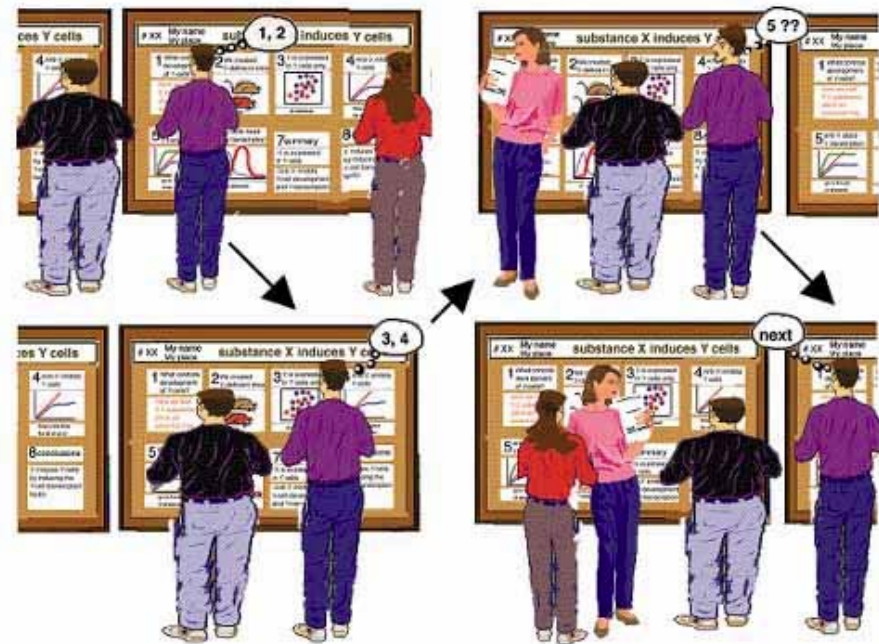
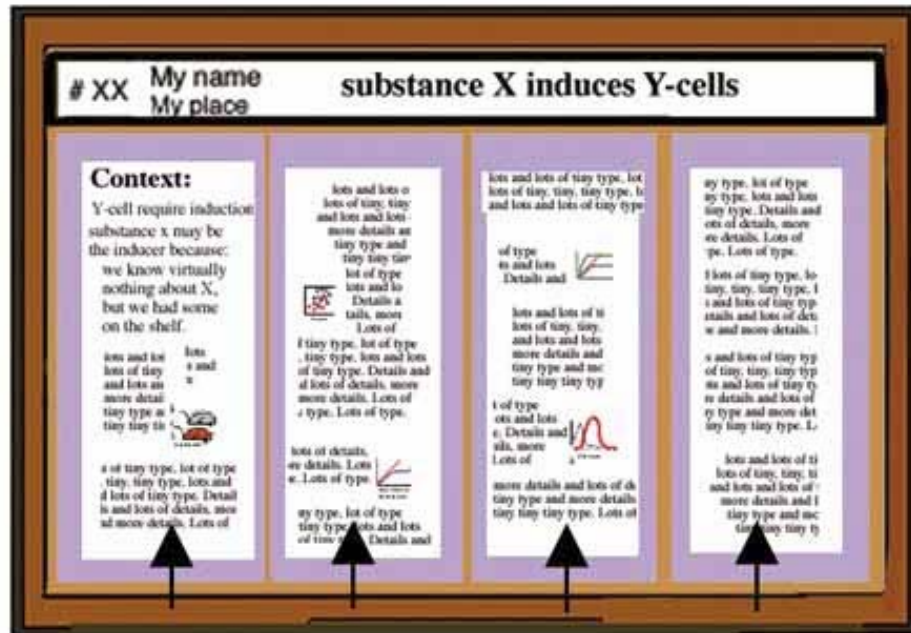
from the Society for Developmental Biology  
web site

<http://sdb.bio.purdue.edu>

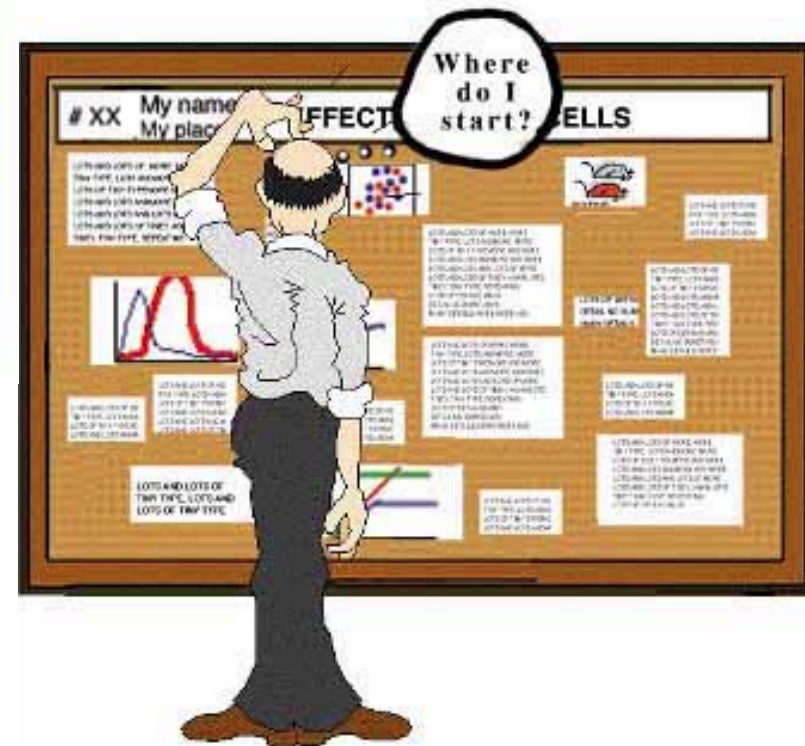
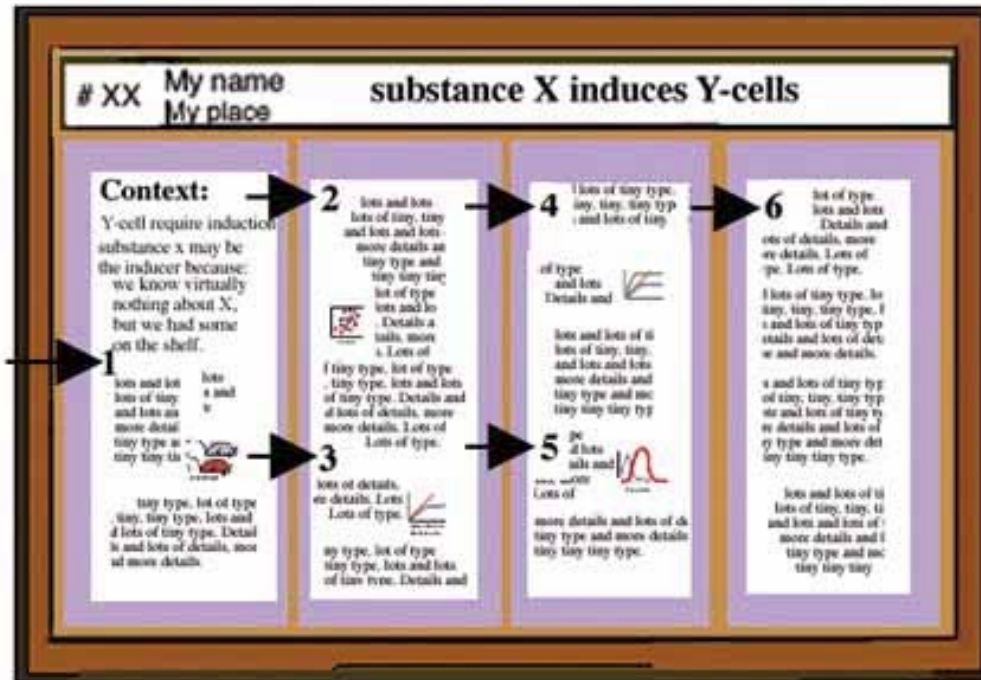
First, have good data.....



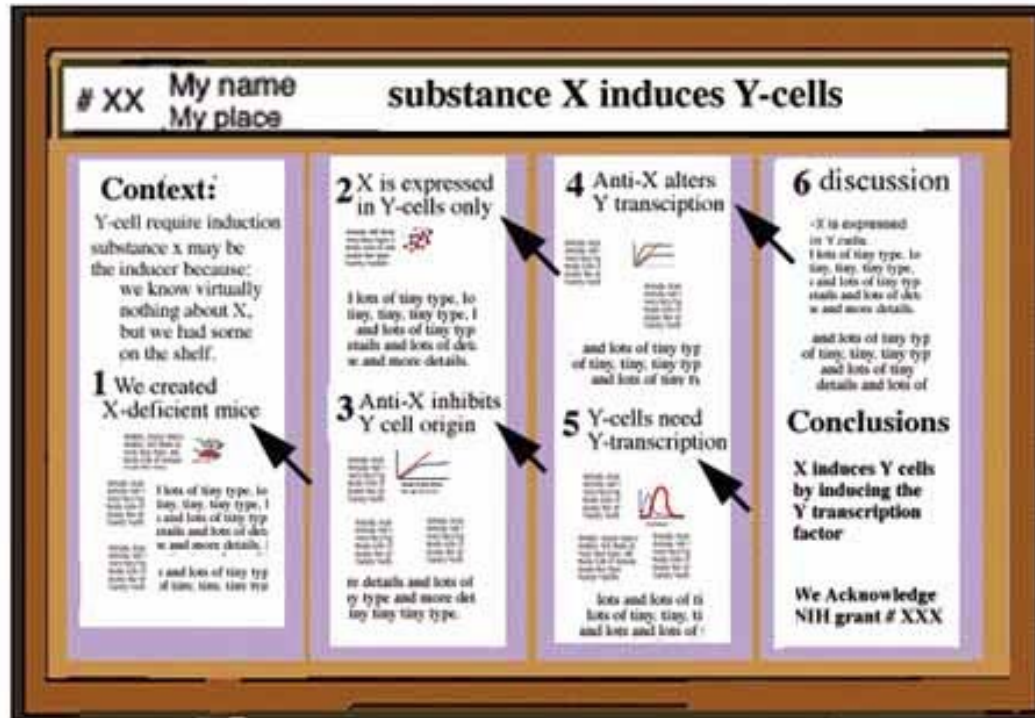
# Layout in column format to allow smooth flow of the audience



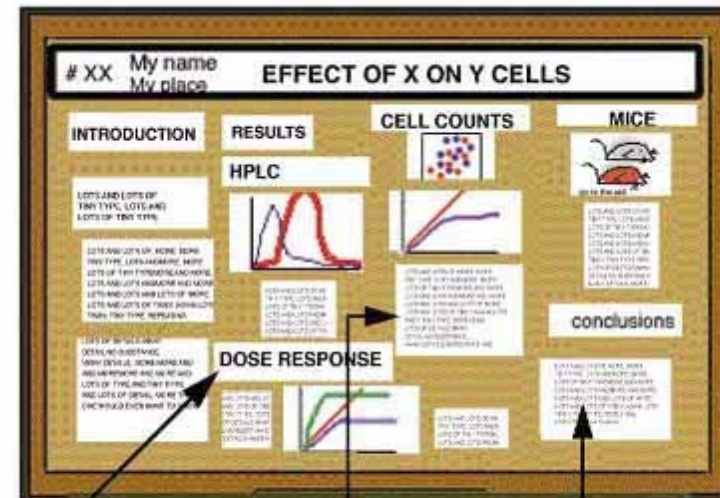
# Indicate the sequence







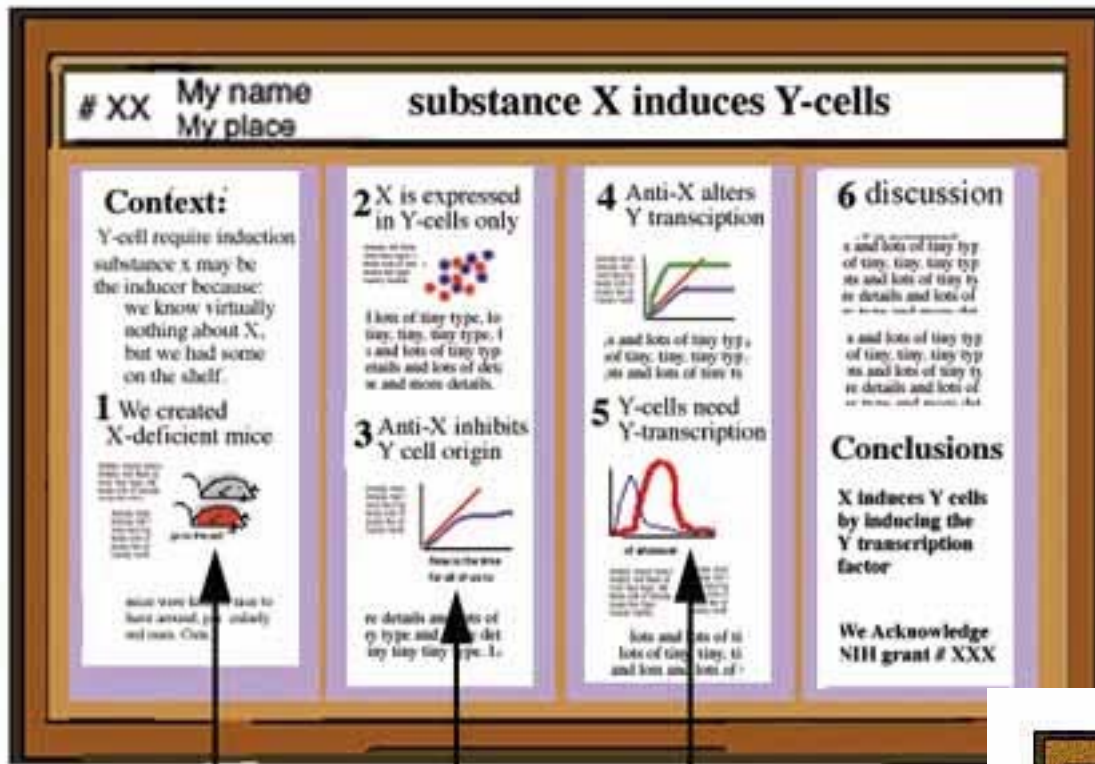
Emphasize important information



Large type states methods, not results

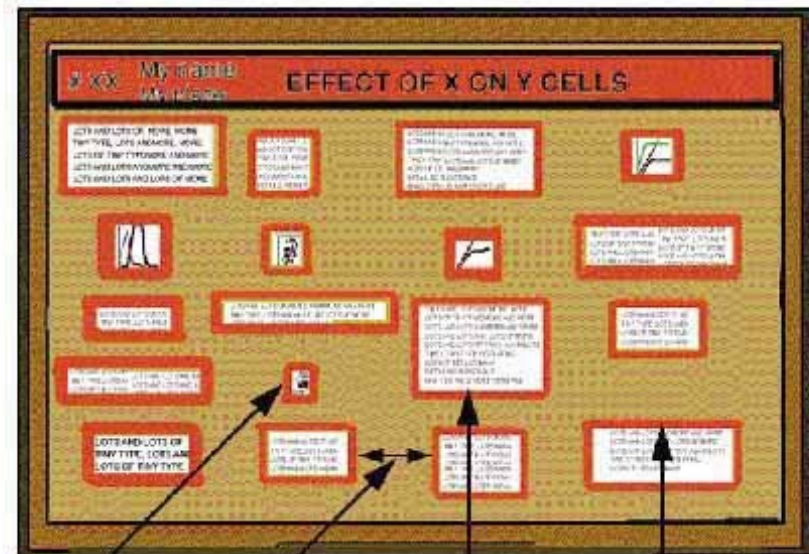
Results artfully buried in a methods description

Carefully omits interpretations



**BIG figures that use color**

Emphasize visually



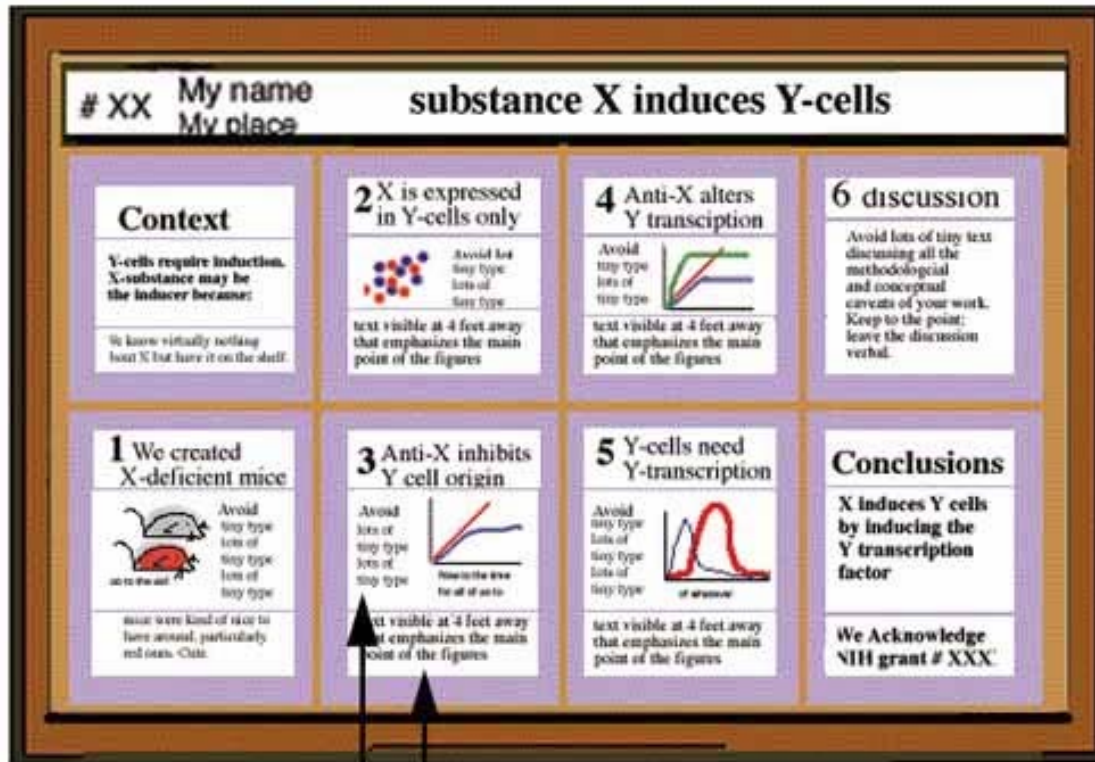
Tiny figures

Even spacing throughout

Type all the same size: tiny

No headings



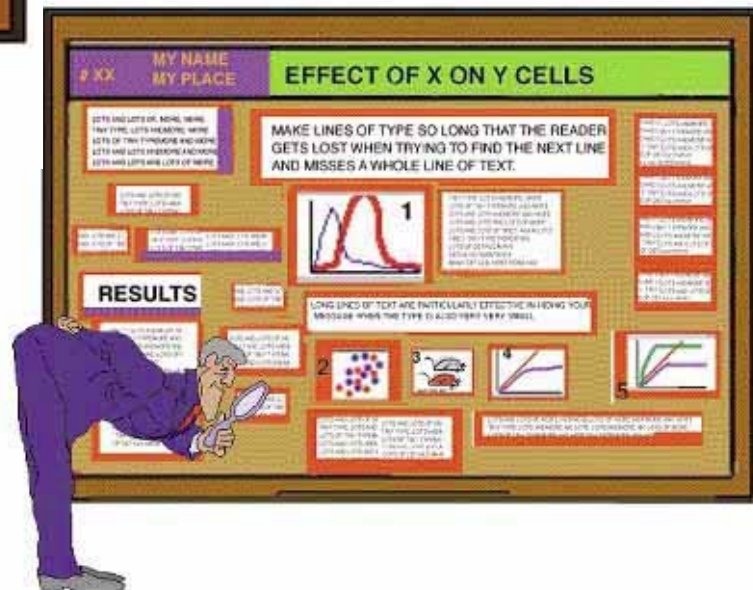


Text is readable at a distance

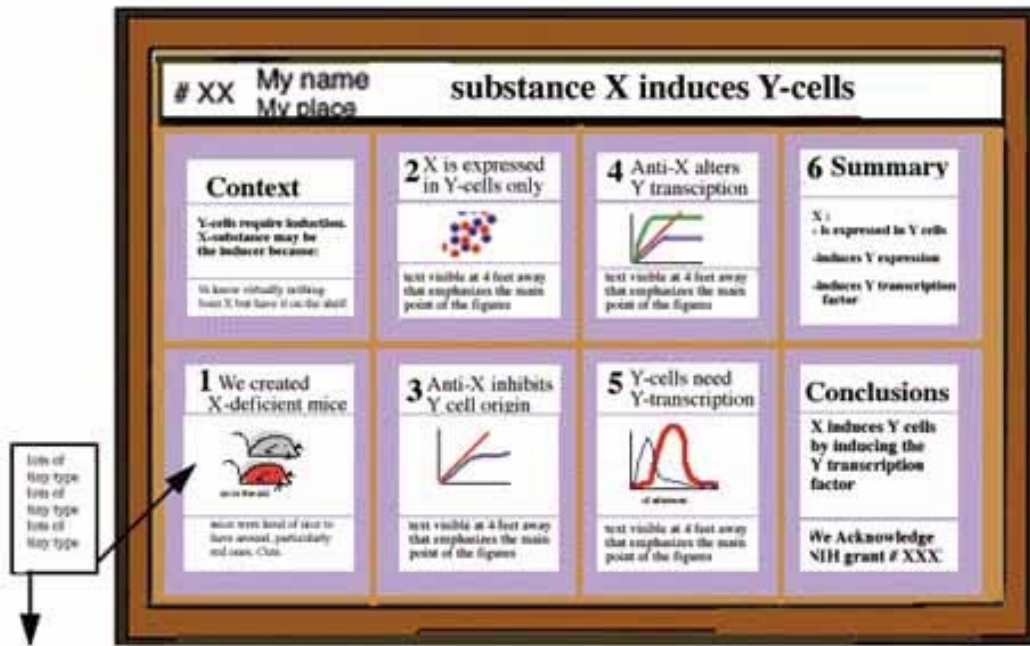
Stand back at least 4 ft when assembling your poster

Make text readable

All capitals font is difficult to read.  
Avoid long sentences







Discard details

Keep it simple

have a "take home message"

be concise, enthusiastic,  
and knowledgeable  
be confident and bright  
eyed!  
don't rabbit on!

