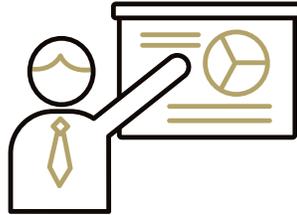# HOW TO CREATE A RESEARCH POSTER

DO:

- **Check rules for poster sizing & orientation**
- **Have a clear & concise poster title**
- **Consider your poster's audience**
- **Separate information into sections**
- **Include acknowledgments & citations**
- **Ensure that diagrams and figures are large, visible, & clear**
- **Maintain white space**
- **Use large and readable font**
- **Align design elements, check formatting, and proofread text**
- **Ensure that your poster pitch flows with your poster layout**
- **Carry your poster in a poster tube to avoid wrinkling**

DON'T:

- **Use excessive text**
- **Include figures with clashing colors**
  - Avoid bright or distracting colors (e.g., neon), red/green opposition for people with color blindness, and indistinguishable colors
- **Use multiple fonts or confusing color schemes**
- **Clutter the poster with text or sections**
- **Read directly off the poster**
- **Stand towards the poster when presenting**
  - Face your audience!
- **Wait last minute for poster printing**
- **Dress poorly while presenting your poster**