

# CHARACTERISTICS OF AN EFFECTIVE POSTER

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## Characteristics that Make a Poster Interesting

### Color

- Used as text colors and title backgrounds
- Used as color blocks to organize or emphasize information
- Is consistent throughout poster
- Use is logical, not random

### Useful Information

- Presents only highlights of project
- Furthers understanding
- Outlines topic
- Includes only relevant information
- Uses relevant tables, charts, photos

## Characteristics that Make a Poster Easy to Read

### Text

- Is large and bold
- Is in a simple font (Times New Roman or Arial)
- Is in bulleted phrases
- Has no hanging indent if it is not bulleted

### Uncluttered

- Uses enough white space so poster does not look crowded
- Does not use too much white space so poster looks empty

### Contrasting Colors

- Are light and dark
- Do not clash

### Content is easy to understand

- Content is presented in a logical progression
- Uses minimal abbreviations and jargon

### Organization

- Uses section headings
- Sections arranged top to bottom and left to right
- May use numbered sections
- May use arrows, dividing lines, color blocks

### Alignment

- Poster elements are aligned vertically and horizontally with each other

### Bullets

- Different bullets are used for different levels
- There are not too many bullets
- Bulleted text uses a hanging indent

### Consistency

- All elements throughout the poster are consistent with each other in terms of use of color, font, font size, placement and alignment

### **GOLDEN RULE**

The use of color, font, font size, placement and alignment of elements is consistent.