

Less is more! Or how to design striking posters

Following guidelines can help when designing posters (they are based on guidelines by ASA and ESA).

1. All posters should be in **DIN-format A0 portrait orientation** (in exceptions: A1 landscape).
2. Posters should have the following **content**:
 - Short introduction of the topic
 - Precise formulation of the research question, theory, data, and methods
 - Key findings, conclusions, and/or open questions
3. **Less is more!** Keep your poster lean and simple – it should serve as an eye-catcher! You can refer to these principles: **big, simple, clear, consistent**.

Big: The content must be readable from 1-2 meters. Following minimum font sizes are recommended:

- Title: 78 pt. (bold)
- Author: 72 pt. (bold)
- Captions: 36 pt.
- Text: 36 pt.
- Quotations, acknowledgements, etc. can be in smaller print.

Simple: Text legible, accessible, short, and in bullet-points. Try to illustrate analyses and interpretations graphically.

Clear: The most important findings are displayed at the center of the poster, not at the bottom. Use sanserif fonts (like Arial or Tahoma) as well as high-resolution graphics and good color contrasts.

Consistent: Pay attention to logical consistency and to a self-explanatory presentation; how the parts of the poster make up the “big picture” should be evident intuitively.

4. More information

You can find more useful tips on poster presentation here:

- <http://www.asanet.org/footnotes/julyaugust08/presentation.html>
- <https://www.google.de/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=0ahUKEwiOk8Pnj77MAhVBCiwKHWGCDBgQFgg-dMAA&url=http%3A%2F%2Fhsp.berkeley.edu%2Fsites%2Fdefault%2Ffiles%2FScientificPosters.pdf&usg=AFQjCNHntdkC0M8mEXuFhnmDof4nuue8qw&cad=rja>
- <http://www.the-scientist.com/?articles.view/articleNo/31071/title/Poster-Perfect/>
- <https://socializingsciencevu.com/2014/02/19/the-aesthetics-of-science-how-to-visualize-your-research/>
- <https://socializingsciencevu.com/2014/05/20/research-poster-tips-and-tricks/>