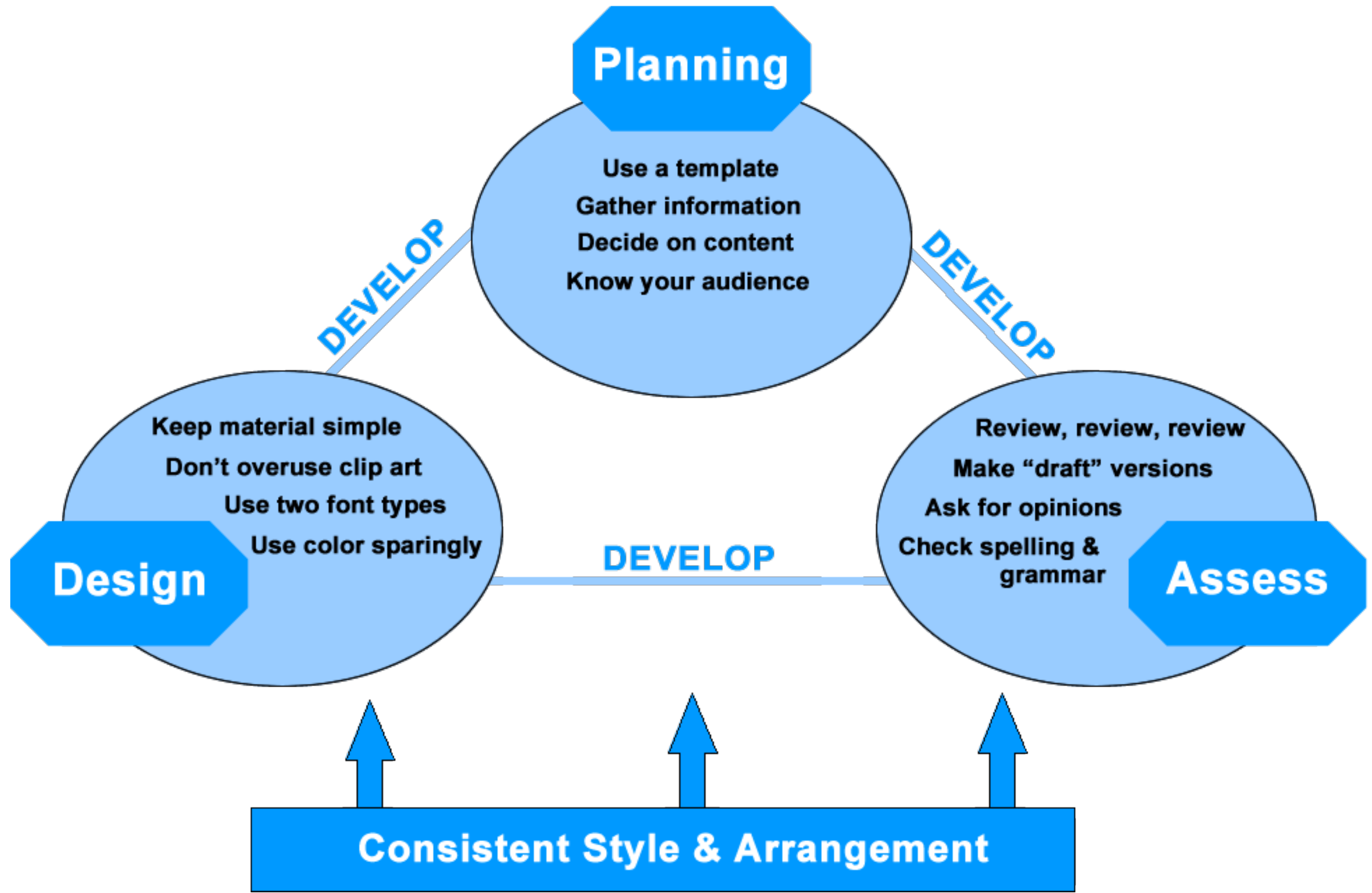


“The Creation of Guidelines, Templates & Technology For the Creation of Effective, Well-Designed, Interactive Posters”

Kathleen E. Doyle M.Ed., Instructional Designer

Oakland University William Beaumont School of Medicine, Rochester, MI William Beaumont Health System, Royal Oak, MI

Model of Important Elements to Consider When Creating a Poster



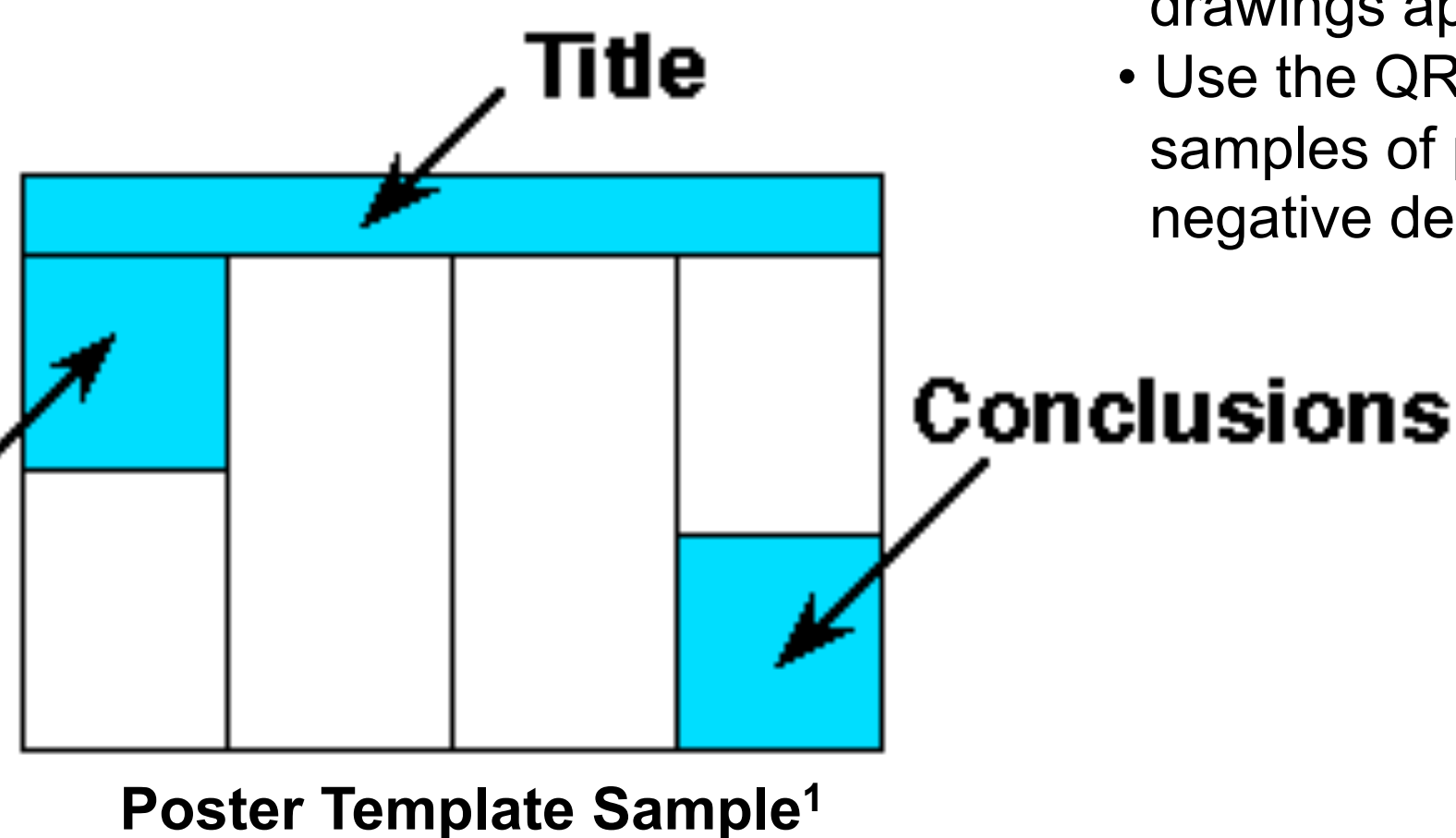
BACKGROUND

Posters are visual and may have a limited workspace so planning is important. When creating a poster, it is best to follow a standard, universal design template format on the poster board that enables the audience to read and absorb information comfortably. Knowing characteristics about your audience is key. The presentation board should catch the viewer's eye, and present information that encourages questions. New and exciting technology exists to place on to the poster to enhance the delivery of content.

PLANNING A POSTER LAYOUT

- Gather information about the general format and size of the poster³
- Know who your audience is
- Decide on your concept and summarize your information into segments
- Utilize a template (Power Point) or sketch out your poster design
- Determine how many columns you will use
- Choose your images and photographs and create your tables
- Leave room for your intro, conclusions and references

A template sample is pictured below:



TEXT & COLOR

- Make title banners at least 44 point size text, centered and placed at the top of a section
- Place names of creators under the title of the poster
- Use a sans serif bold text such as Arial or Helvetica for titles and headings
- Use plain text for text within the body of the poster
- Use muted colors for the poster background
- Use two to three coordinated color tones throughout the poster¹
- Use the QR Code to view the Kuler website from Adobe to view samples of tones of color samples for your poster



Kuler QR Code

ILLUSTRATIONS & GRAPHICS

- Use minimal text to explain a graphic²
- Use white space around graphics and other poster elements to enhance readability
- Graphics should be viewable from a distance of 6 feet
- Use colored lines on graphs instead of same colored lines
- Label diagrams and drawings appropriately
- Use the QR Code to view samples of positive and negative designed posters



Poster Samples QR Code

INTERACTIVE TECHNOLOGY

QR codes can be placed on posters when the creator would like the audience to explore additional information about the poster topic. QR codes can be read by QR Reader Apps on your phone or tablet. For example, the QR code icon, which is a black and white diagram of a code similar to that of a barcode, can be linked to a video or a website. The picture of the black and white code design specific to the link for the object can be placed as an image on your poster like the codes depicted on this poster.

RECOMMENDED APPS & LINKS

Link to QR - Code Generator:

<http://qrcode.kaywa.com/>

QR Code App for iPhone:

Qrafter Pro, price: \$2.99 or the free version, or **At&T Code Scanner**

After downloading the code reader App to your phone or pad, using the camera, point and shoot a picture of the QR Code on the poster or paper. Click on the link to go directly to the URL and view the resource.

REFERENCES

¹Jeff Radel, Ph.D., Department of Occupational Therapy Education, University of Kansas Medical Center, Designing Effective Posters
<http://snipurl.com/kansasposterspace>

²How to create a poster that graphically communicates your image
<http://www.bio.miami.edu/ktosney/file/PosterHome.html>

*Full credit given to:

© Kathryn Tosney, Chair of Biology, The University of Miami.

³Newcastle University, School of Chemical Engineering and Advanced Materials
T. Tham, Department of Chemical and Process Engineering, University of Newcastle upon Tyne, Newcastle upon Tyne, NE1 7RU, UK
<http://lorien.ncl.ac.uk/ming/Dept/Tips/present/posters.htm>