

Exempli gratia, tips for poster design

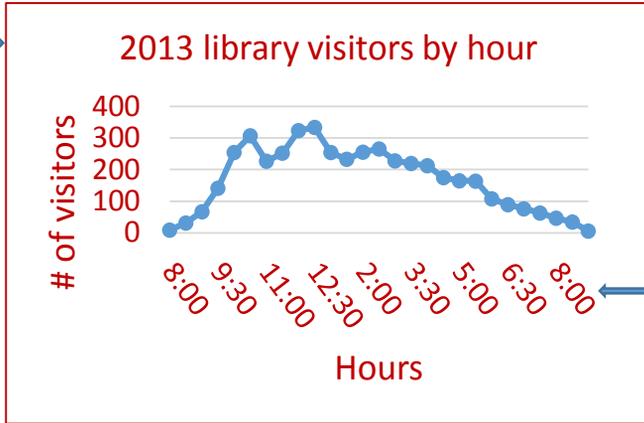
Jennie Levine Knies and Megan Mac Gregor, Spring 2015

Do...

✓ Format the title in sentence case so that trade names, Latin words, etc. are not obscured.

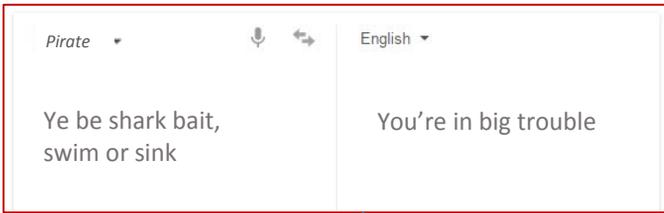
✓ Use *italics* instead of underlining for emphasis

✓ Give titles to graphs



✓ Make sure that details on graphs can be comfortably viewed from 6 feet away

✓ Use a white background



✓ Use general, descriptive terms that would make sense to somebody who is not familiar with your research area

✓ Enlarge graphics with caution



Loretta D. Ritzie, Penn State Wilkes-Barre's librarian, *The Technician* (yearbook), 1957

✓ Always cite sources

✓ Include significant references

References
 Kramer, Andrew. *Pajama Pirates*. New York: Harper Collins, 2012. Print.
 Purrington, C.B. Designing conference posters. Retrieved 1 April 2015 from <http://colinpurrington.com/tips/poster-design>.

Exempli Gratia, Tips For POSTER DESIGN

Jennie Levine Knies and Megan Mac Gregor, Spring 2015

✓ Format title in "title" case

✓ Use colors for no reason

Don't

✓ Use all-caps for emphasis

✓ Use a random font

✓ Make text too small

✓ Use too many words

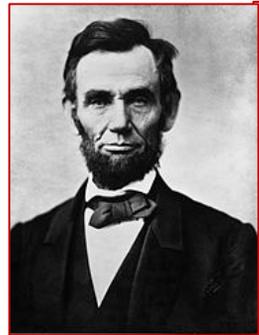
✓ Forget to credit a picture or source

When in the Course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the Laws of Nature and of Nature's God entitle them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness.--That to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed, --That whenever any Form of Government becomes destructive of these ends, it is the Right of the People to alter or to abolish it, and to institute new Government, laying its foundation on such principles and organizing its powers in such form, as to them shall seem most likely to effect their Safety and Happiness. Prudence, indeed, will dictate that Governments long established should not be changed for light and transient causes; and accordingly all experience hath shewn, that mankind are more disposed to suffer, while evils are sufferable, than to right themselves by abolishing the forms to which they are accustomed. But when a long train of abuses and usurpations, pursuing invariably the same Object evinces a design to reduce them under absolute Despotism, it is their duty, to throw off such Government, and to provide new Guards for their future security.--Such has been the patient sufferance of these Colonies; and such is now the necessity which constrains them to alter their former Systems of Government.

✓ Use a dark background

✓ Fail to proofread and leave a lot of misspellings in your poster

✓ Overuse bullets, especially in headings



Thomas Jefferson, author of the Declaration of Independence

✓ Do sloppy research



✓ Be random

- What **DECLARATION OF INDEPENDENCE**
- When **July 4, 1776**
- Where **Philliedelfia**
- Who
 - Robert Morris
 - Benjamin Rush
 - Benjamin Franklin
 - John Morton
 - George Clymer
 - James Smith
 - George Taylor
 - James Wilson
 - George Ross