Checklist for an Effective Poster
Prepared by Fausto Canela and Cheryl Craddock

Elements
☐ Title
☐ Authors and affiliations
☐ Introduction
☐ Objective/question/thesis/hypothesis
☐ Methods (if applicable)
☐ Results/body of work
☐ Significance
☐ References (if necessary)
☐ Acknowledgements
☐ CSI and CUNY logos
☐ Program logos (i.e., Verrazano, Macaulay, SEEK, ASAP, as applicable)

Graphics
☐ Used simple, easy to understand graphics
☐ Used 2-dimensional graphics, such as line graphs, bar graphs, and pie charts
☐ Avoided using 3-dimensional graphics (unless necessary)
☐ Photos and graphics have appropriate resolution and are not pixelated
☐ Used spot art sparingly to focus audience attention
☐ Wrote any explanation directly of figures; avoided the use of legends

Text
☐ Used minimal text
☐ Used phrases rather than full sentences (phrases contain no more than 50 words)
☐ Used active voice rather than passive voice (e.g., She designed a poster. [AV]-A poster was designed. [PV])
☐ Text is left justified
☐ Used sans-serif fonts, such as Helvetica, for titles and headings
☐ Titles are 5 cm high
☐ Headings are at least 36 point
☐ Font for text is at least 24 point
☐ Text used in figures is also large enough to read
☐ Avoided using all caps

Color
☐ Used light color background with dark color letters to help with contrast
☐ Used only 2 or 3 colors to avoid overload
☐ Avoided red and green combinations (some audience members are color-blind.)

Layout
☐ Height of my poster is 36”
☐ Width of my poster is 48”
☐ Used visual cues to guide readers to important components of the poster
☐ Used a columnar format with organizational cues to show reading order
☐ Maintained balance between text and graphics
☐ Used white space between elements
☐ Used headings for title, section titles, and figure captions
☐ Headings help summarize my work

Editing
☐ Fixed mistakes and typos
☐ Eliminated deadwood; focused on relevant information instead