

## Checklist for an Effective Poster

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### 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