

The Better Posters checklist

By Zen Faulkes

Better Posters blog, <http://betterposters.blogspot.com>

This checklist lets you quickly evaluate some key elements of research poster design. Few posters are likely to hit every point in the “Signal” column, but if you or your colleagues put more checkmarks in the “Noise” category, it might be time for a rethink of your poster.

	Signal	N/A	Noise
Summary (title or beginning or end)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entry point (recognizable image versus cryptic graphics, esoteric text)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visual elements			
Background (plain versus complex)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Colours (deliberate versus random)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Graphs (simple versus complex)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Size (large versus small)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Image crispness (sharp versus pixelated)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Text			
Greyness (graphics and white space versus dense text)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Legibility (large text versus small text)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arrangement			
Grid (aligned versus non-aligned)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flow (top to bottom, left to right sequence versus meander)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hierarchy (key points distinguished versus equal weight)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Proximity (intentional placement versus random)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Credibility			
Analysis (statistics versus intuition)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
References (citation versus uncredited)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Total	<input type="checkbox"/>	vs.	<input type="checkbox"/>

Based on and inspired by the Glance Test for slides created by Nancy Duarte and Glenn Hughes:
<http://blog.duarte.com/2009/10/stanford-passed-and-failed-the-glance-test-would-you>