Fall Design Review
Poster Creation Guidelines

Terry Wang

Revision C

Introduction

- A poster is a visual communication tool with just enough visuals (pictures, graphs, diagrams) and just enough text to deliver your project's message

- Poster Purpose:
  - Advertise your work and get people interested about your project
  - Quickly tell the story of your project whether your team is present or not
  - Engaging people in conversation about your project
  - Interacting with the audience to help think of new ways to improve your project

Strategy

- Understand your message and deliver a good story
- Understand your audience and tailor your message. Audience for Fall Design Review: engineering industry professionals, faculty, alumni, and students
- Succinctly show what your project is about, what have you done, what are you planning to do, and why is it important
- Use effective headings, graphics, and essential text to deliver message
- Edit text carefully, simplify verbiage, and reduce sentence complexity
- Organize your poster to quickly orient the viewer so they don't get lost

Fall Display Day Project Poster Format

Project Message	Project Details
1. **Background** – provide introduction and context for the project 2. **Goal and Objectives** – describe the purpose (what are you trying to achieve). List objectives that support the goal 3. **Requirements** – short summary of the requirements for your project 4. **Innovation** – highlight the new, inspiring, creative methods, ideas, concepts, and/or designs for your project (what you want people to notice) 5. **Current Status** – show the progress you've made and the current status of the project 6. **Next Steps** – show what you intend to do to complete your goal and objectives 7. **The Bigger Picture** – describe the business, competitive, economic, environmental, social, scientific, and/or academic impact and significance for your project Note: Text should be used sparingly and combined visuals (images, graphs, etc.) to tell the story.	The following complements the project's message and should be organized with the content with good structure and sequence. 1. **Title** – provide the title for the project (should be the dominant text on the poster) 2. **Team Members** – list the team members of the project. For larger groups, include organization chart with sub-team responsibilities. Include team picture. 3. **Advisor(s)** – list the advisor(s) for your project 4. **Timeline** – show a simple, straightforward schedule with major milestones 5. **Budget** – provide the budget estimate for your project 6. **Logo** – provide the logo for your team if you have one 7. **Contact Information** – provide contact information, website if you have one, for those seeking to learn more about the project

Title, Headings, and Text


3 to 5 feet
(viewing posters)

2014 Winter Design Review at UCI

- Average time people spend reading posters = 90 seconds. Elements of your poster should carry your message across quickly

- Title conveys the main message. Stick to a descriptive title unless a provocative title (e.g., posing a question) goes better with your story

- Headings orient readers and conveys key points

- Text used to explain headings and graphics – use sparingly

- Justify text on the left

- Use a sans-serif font as it is easier to read when set in short sequences of fairly large text
  - Arial and Verdana are sans-serif fonts
  - Don't use Times New Roman and Georgia. These are serif fonts

- Suggested Font Sizes:
  - Title: 72 – 96 pt
  - Headings: 36 – 48 pt
  - Text: 20 – 32 pt

Graphics

- Graphics need to be large enough to be viewed from at least 3 feet away

- Graphics should be obvious. If not, have a short description below

- Use heavier lines in tables and graphs for easier viewing

- Lock aspect ratio when sizing picture to prevent distortion

- Use appropriate resolution so that graphics appear sharp when printed

- You only need 2 logos:
  - A UCI School of Engineering logo (see top right corner of this page)
  - A team logo if you have one

- If you have a group picture, identify team members with names below the picture
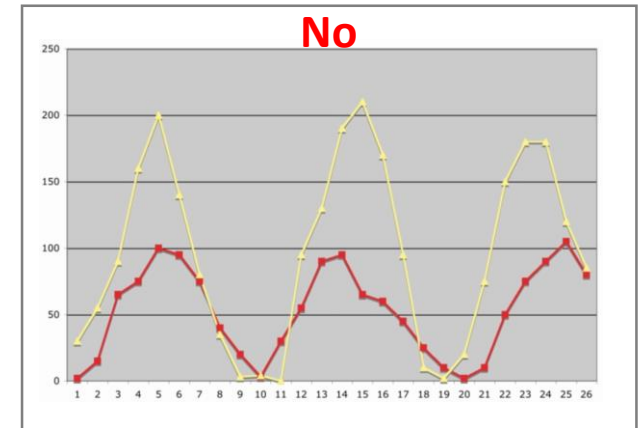
Don't copy straight from Excel.
Adjust to make it easier to read.
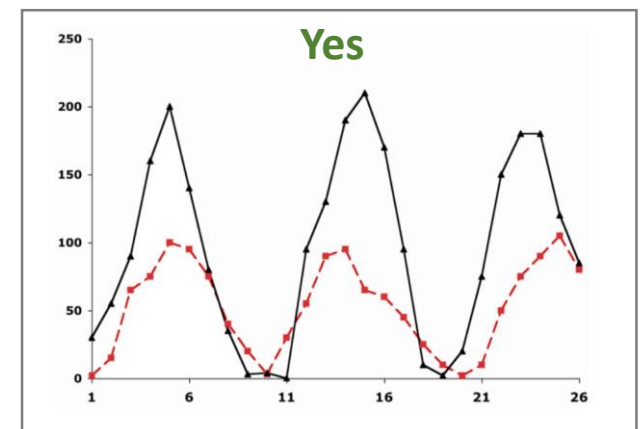
Colors

- Background
  - Use one background color
  - Avoid using heavily textured backgrounds
  - Use picture background only if it applies to your message and story
- Stick to muted colors
- Text on a background or image needs to have enough visual contrast
- Avoid primary colors on primary colors
- Avoid color blind combinations like red/green
- Don't overuse color
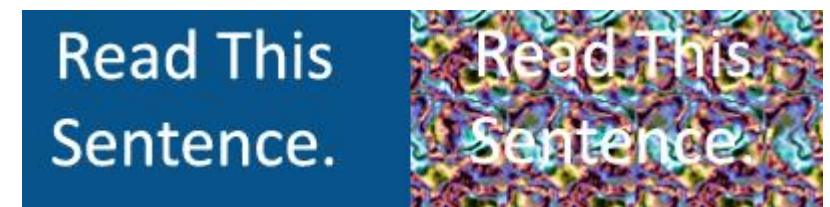- Stay consistent with your color scheme

Without colorblindness   With colorblindness

Vibrating color schemes – Bad combinations

Avoid heavily textured backgrounds

Poster Checklist

Basics

- ❑ Title and other required sections are present
- ❑ Team members and contact information is included
- ❑ The poster conforms to the requirements 24" x 36" (landscape) format with a 0.25" solid border around the poster
- ❑ Font is sans-serif
- ❑ Font is consistent throughout
- ❑ Spelling is correct throughout
- ❑ Grammar is correct throughout
- ❑ Acronyms are defined on first use
- ❑ Content is appropriate and relevant for audience

Layout

- ❑ All text can be easily read from 3-5 feet away
- ❑ Flow of the poster is easy to follow
- ❑ White space used well
- ❑ Section titles are used consistently
- ❑ Images and graphics are used in place of text whenever possible
- ❑ Bullet points and lists are used in place of text whenever possible
- ❑ All images are relevant and necessary to the poster
- ❑ Charts are correct – i.e. appropriate type for data, data is correct and correctly represented
- ❑ Text color and background color are significant in contrast for easy reading
- ❑ Background color doesn't obscure or dim text
- ❑ Images are clear, not pixilated, blurry, or distorted

Content

- ❑ The message and story of the poster is clear
- ❑ Title is clear and informative of the project
- ❑ Goal and objectives are identified and explained
- ❑ Current status is shown
- ❑ Next steps are described
- ❑ The big picture is presented
- ❑ All content is relevant and on the key points of the message
- ❑ Content is not duplicated in text and graphics