The Better Posters checklist

By Zen Faulkes, after Duarte and Hughes • 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. Based on and inspired by the Glance Test for slides created by Nancy Duarte and Glenn Hughes. https://www.duarte.com/presentation-skills-resources/stanford-passed-and-failed-the-glance-test-would-you/

		Signal		Noise	N/A
Approachability					
Entry point	○	Recognizable images or text	○	Generic images or cryptic text	○
Summary	○	Main finding clearly stated	○	No main finding	○
Visual elements					
Background	○	Plain	○	Complex	○
Colours	○	Deliberate	○	Random	○
Graphs	○	Simple	○	Complex	○
Image size	○	Large	○	Small	○
Image crispness	○	Sharp, not distorted	○	Pixelated or distorted	○
Credit	○	Affiliations listed in text	○	Institutional logos	○
Text					
Greyness	○	White space and coloured graphics	○	Dense text	○
Legibility	○	Large text	○	Small text	○
Arrangement					
Grid	○	Objects aligned	○	Object not aligned	○
Flow	○	Top to bottom, left to right sequence	○	Meander	○
Hierarchy	○	Key points distinguished	○	All points equal weight	○
Placement	○	Deliberate	○	Random	○
Proximity	○	Elements separated	○	Elements overlapping or touching	○
Proportions	○	Columns of equal or proportionate widths	○	Columns of varying widths	○
Credibility					
Analysis	○	Quantitative measures and statistics	○	Intuition	○
References	○	Citations	○	Uncredited	○
Total	❑		❑		