

## Best Practices

It's easy to get lost in the details and want to showcase as much information as possible on your poster, but the key to an engaging poster that keeps a reader's attention is to focus on three points: clarity, being concise, and having a strategic design.

### Be Clear

Ask yourself, "What would I need to know if I were viewing this material for the first time?" And then state the information clearly.

- Have you provided all the obvious information?
- Will a casual observer understand your major findings after a quick look?
- Will a more careful reader learn enough to ask informed questions?

### Be Concise

Keep it simple. Place your major points on the poster and save the non-essential, but interesting, highlights for follow-up discussion. Be selective. Your final conclusions or summary should leave observers focused on a brief statement of your most important findings.

- Is the sequence of information evident?
- Is the content being communicated clearly?

### Use Effective Design

The design of your poster should reflect your goals to convey your research and findings clearly and effectively.

- It fosters questions and discussion with your viewers
- It's easy to identify critical takeaways
- It's visually appealing and eye-catching, which makes people more likely to stop and read more
- It encourages presenters to be creative, think about how to translate their findings, and focus on what's important
- It has been designed with accessibility for all attendees in mind