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# PRACTICAL TIPS

## WHEN DESIGNING A POSTER

### SO WHAT? #1

Identify important ideas and key messages

What readers should remember?



KEEP INFORMATION SHORT AND TO THE POINT

### #2 TELL US A STORY

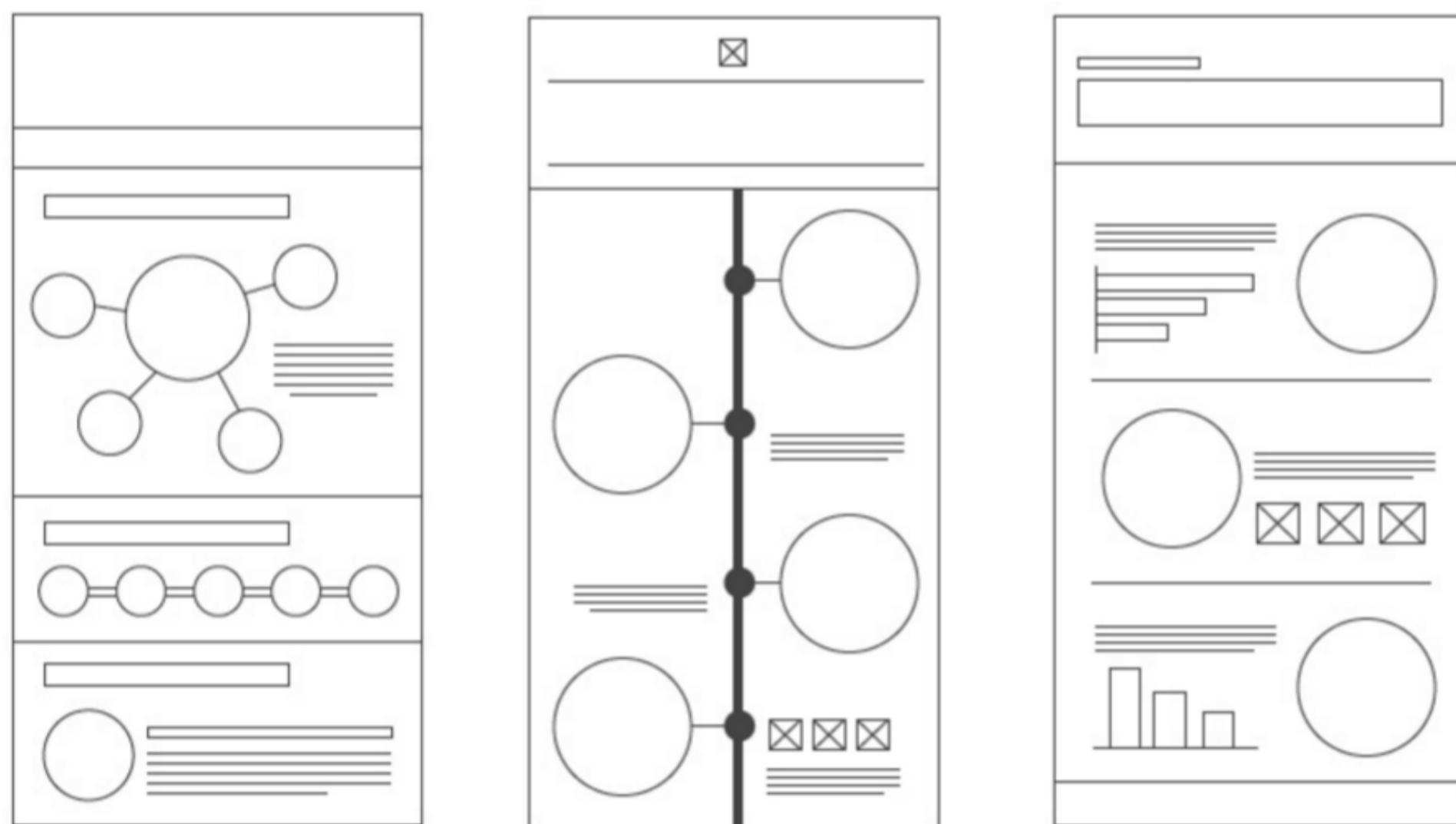
Guide the reader through your reasoning. Present information logically in a continuous thread.



MAKE CHOICES  
LIMIT TEXT CONTENT

### ORGANIZATION IS KEY #3

Your poster should be as visually appealing as easy to follow



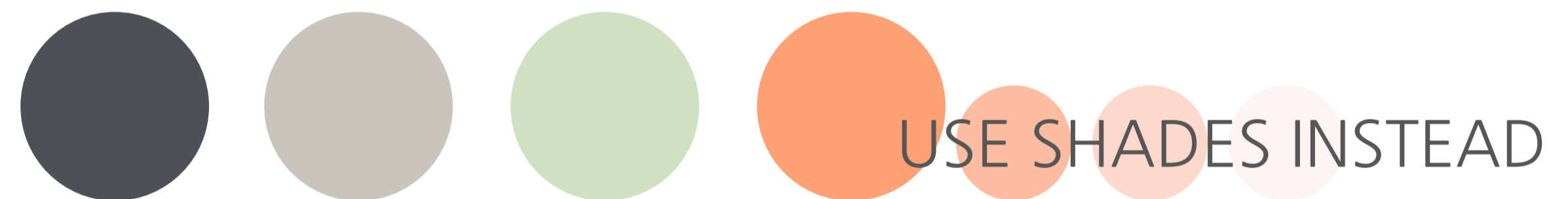
SeeMei Chow

Set the location of each information in advance to get the global picture

### #4 POWER OF COLOURS

Color visuals increase willingness to read a document by up to 80%

PICK 2 MAIN COLOURS (AND NEVER MORE THAN 4)



USE SHADES INSTEAD

If you need help : <https://coolors.co/>

### ENOUGH WHITE SPACE? #6

UTILISATION VRAIMENT MAUVAISE DE L'ESPACE BLANC!!

#### ESPACE BLANC

- AMÉLIORE LA FACILITÉ DE LECTURE
- DIRIGE L'OEIL VERS LES POINTS CLÉS

Let your information breathe

### #5 GO VISUAL

- Pick the most important points

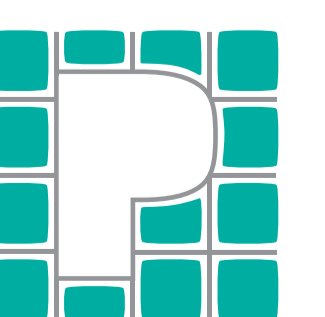
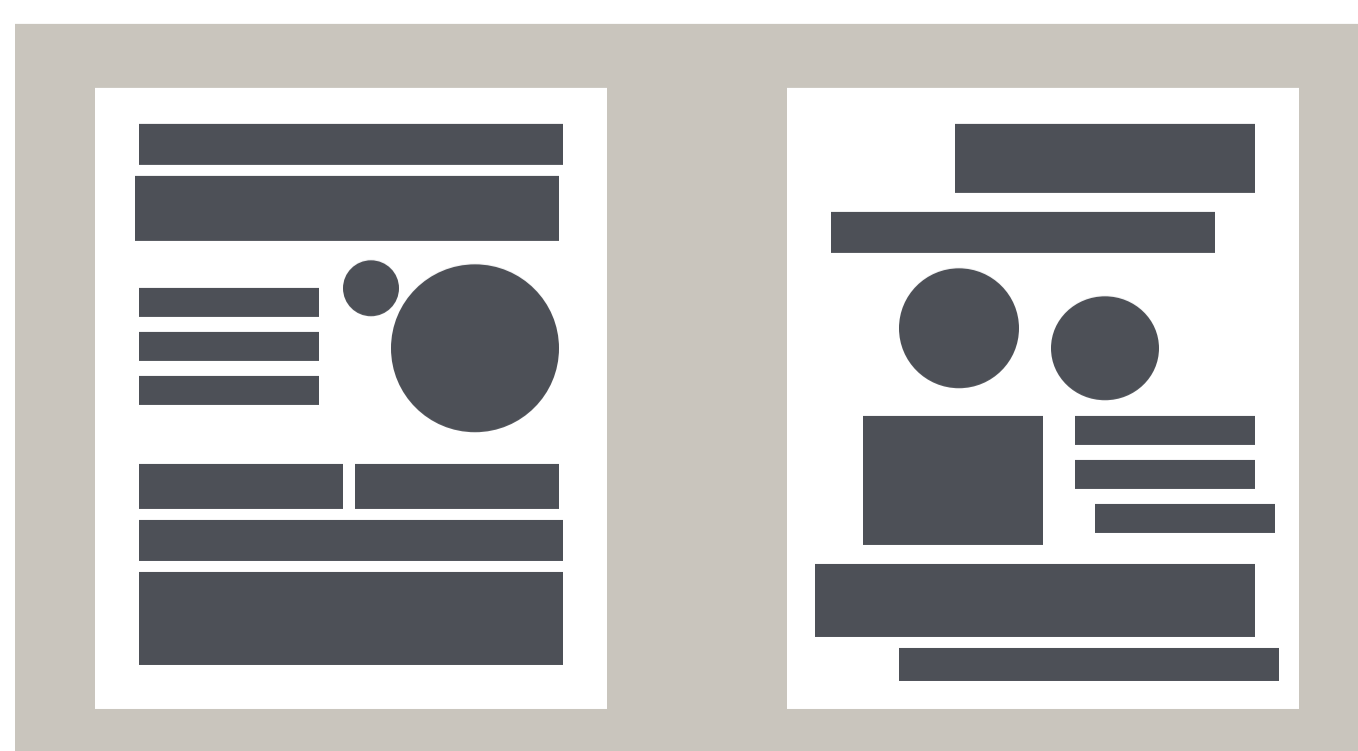
- Summarize them into a few, bold words

- Choose an icon!



### #7 BE OBSESSED WITH ALIGNMENT

The final product must be balanced and consistent



Piktochart  
make information beautiful

Prepared by Esther Mc Sween-Cadieux