PRACTICAL TIPS WHEN DESIGNING A POSTER

SO WHAT? #1
Identify important ideas and key messages
What readers should remember?

ORGANIZATION IS KEY #3
Your poster should be as visually appealing as easy to follow
Set the location of each information in advance to get the global picture

TELL US A STORY #2
Guide the reader through your reasoning. Present information logically in a continuous thread.

POWER OF COLOURS #4
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
Let your information breathe

GO VISUAL #5
- Pick the most important points
- Summarize them into a few, bold words
- Choose an icon!

BE OBSESSED WITH ALIGNMENT #7
The final product must be balanced and consistent

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