



# poster is guide

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# INTRODUCTION

## BASICS OF POSTER DESIGN:

A poster is a **visual presentation** of information, and in order for it to convey information effectively, it must be **legible** and **attractive**. The point of a poster is to **communicate** a message to an audience in a relatively short period of time (i.e., the time a viewer is willing spend standing in front of it to read it). The goal is to entice viewers to read your poster by making it attractive, and then to keep their attention with **well-researched** and **well-written** copy, presented **clearly** and **coherently**.

Your poster should illustrate the **main ideas** and **key points** of your research, and be understood without further explanation or handouts. If you make viewers work too hard to understand your research, what's to stop them from giving up and going on to something more compelling?



# STEP-BY-STEP:

## *At-a-glance checklist:*

### 1. PLANNING

- ☐ size
- ☐ deadline
- ☐ schedule
- ☐ materials
- ☐ get help if you need it

### 2. ORGANIZING

- ☐ research
- ☐ write
- ☐ compile
- ☐ analyse
- ☐ simplify
- ☐ edit
- ☐ edit some more

### 3. GRAPHICS

- ☐ source
- ☐ compile
- ☐ edit
- ☐ arrange
- ☐ logo(s)

### 4. LAYOUT

- ☐ design (orientation, columns, margins, alignment, arrangement)
- ☐ type (titles, text)
- ☐ colour
- ☐ hierarchy
- ☐ balance

### 5. PROOFING

- ☐ edit, edit, edit
- ☐ spelling, grammar, punctuation

### 6. PRINTING

- ☐ requisition
- ☐ create pdf
- ☐ send to printing services

# STEP-BY-STEP:

## 1

### STEP 1: PLANNING

A little **planning** at the outset will save you a lot of **time** and **energy** in the end. With any project, you plan your time and strategy for **organizing** and **creating** content, but with a poster presentation, you have the added steps of **designing** it and getting it **printed**. There are two groups of things to consider when planning your poster: **Technical Stuff** and **Content**.

#### Technical stuff:

**1. Get the facts.** Before doing anything else, obtain technical specifications (such as size(s) and deadline(s)) and any other instructions from your instructor, preceptor or conference coordinator.

#### SOME QUESTIONS TO ASK:

- Where will it be posted, and on what kind of surface (a wall in a conference room, on a tri-fold display board)?
- Or will it be a digital projection? If so, what are the size and resolution requirements?

Find out the dimensions of the space you will be allotted, and size your poster appropriately.

#### SOME QUESTIONS TO ASK:

- What is expected from your presentation?
- Who is the audience?
- What is the objective?
- Is there a maximum or minimum size requirement?
- What is the deadline?
- Are there any formatting requirements?

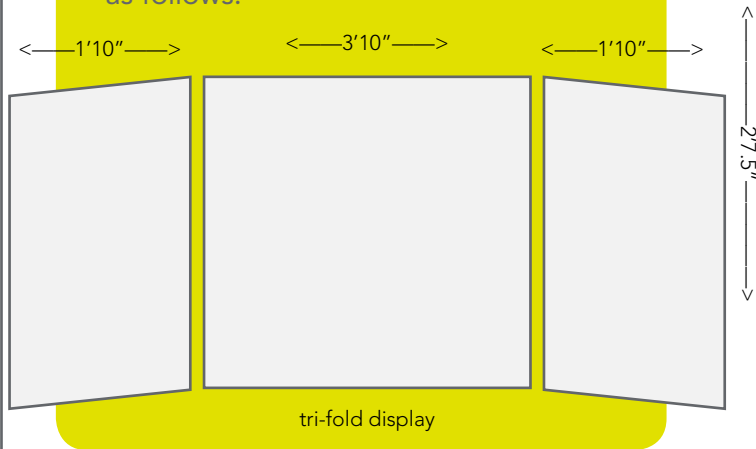
**2. Size.** It may seem like the size of your poster is something you can work out at the end, just before you hit PRINT, but size is one of the first things you need to know, as it dictates a lot of other factors. For instance, if you have a maximum or minimum allowable size, that will determine the word count of your presentation (and vice versa), which will also determine the point size of your text, as well as the size and quantity of graphics. **See WORD COUNT sidebar.** DESIGN YOUR POSTER AT THE SIZE YOU WANT IT PRINTED.

You can re-size the poster as required, of course, but it's a good idea to think about it now and test your copy in some sample layouts (at appropriate point sizes). Does your text run off the page? Do you have miles of empty space? You may have to adjust the size of your poster, or cut some of your copy. (Resist the urge to adjust the text size to fit your layout. Making text too small will affect legibility, and too big will look like you're just trying to fill space). You can always adjust the layout size as you go, but if you approximate it from the start, you'll save yourself the frustration of reformatting and/or rewriting halfway through.

## PRINTING SIZES

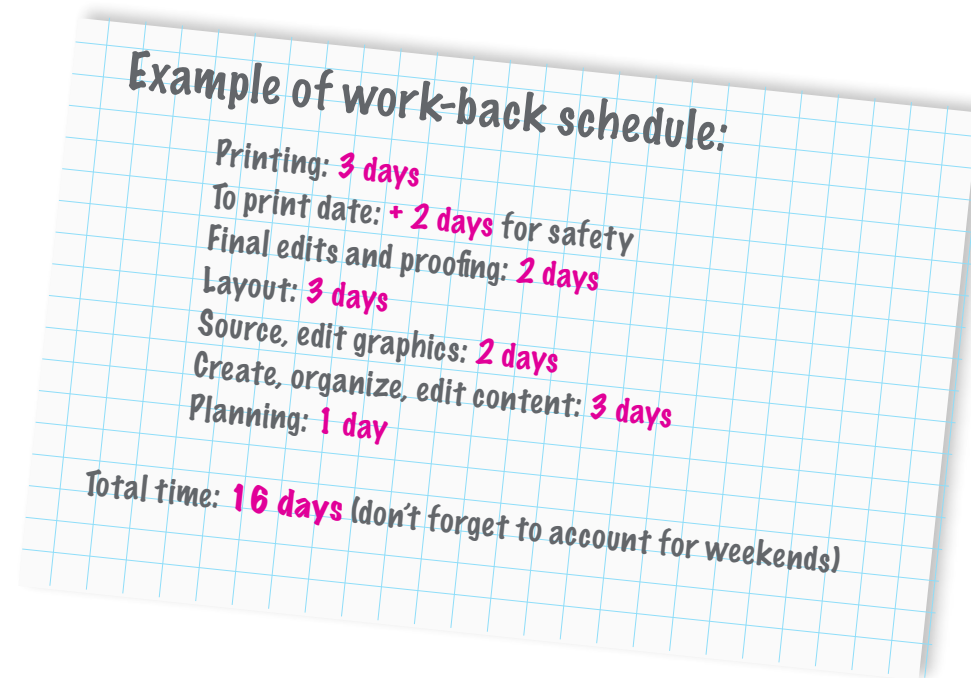
Here are some general guidelines from MUN printing services:

- Max printing height is 42" (3.5 ft. or 106 cm) or if lamination is required, 36" (3 ft. or 91 cm). Length is unlimited, but no more than about 72" (6 ft. or 183 cm) is recommended.
- Larger posters can be printed, but they will be sent to a third party for printing, which can add time to the schedule.
- For tri-fold displays, the dimensions are as follows:



**3. Schedule.** You'll need to figure out how long it will take to complete each stage of your presentation, including printing time. Talk to the printer early on to get a printing time line and cost estimate. Make sure you give yourself enough time for printing. It's a good idea to budget extra time, in case there are problems or errors.

- For printing services, allow at least two days for printing — but check first, as this is not a guaranteed time line, and may vary depending on the time of year.
- once you know your "to-print" deadline, use that date to create a work back schedule:



**In haste  
there is error.**  
— Chinese proverb

This schedule is just an example. You'll have to figure out how much time you'll need for each stage based on your own schedule, ability, and whether or not you're beginning your research from scratch. The point is to make sure you give yourself enough time.

## Content:

If you're starting from scratch, you'll want to plan your research and writing. Give yourself as much time as you'd need to write a paper, but always keep in mind the restrictions and specifications for a poster. If you've already worked out a rough word count (see **WORD COUNT sidebar**), you'll have a target. If you're making a poster based on a research project or paper that you've already completed, you'll need to plan how you're going to convert that paper to a poster.

### WORD COUNT:

Unfortunately, there's no magic formula to determine how much copy to use, or how big to make your poster. Poster word counts can range anywhere from 500–2000 words, but this will depend on many factors, including how many images, charts or tables you plan to include, or the maximum/minimum size restriction. If you have a target size, you will have to tailor your word count and vice versa. In fact, word count is very liquid. Keeping in mind that the bigger the poster size, the bigger everything else must be (font, images), it often takes some trial and error to get it right. Here are some tips to help you figure it out:

- Use columns, at least three and up to six (depending on width of poster).
- Aim for approximately 15–20 words per line (this will be comfortable to read). If you have many more or fewer words per line, adjust the number of columns or the overall size to achieve this average.
- Use at least 24 pt font, and up to 40 pt for the main text, depending on poster size. Adjust font size according to column width.
- If you're not sure, begin with the largest poster size you can use, and adjust your layout as required as you go. When you're finished roughing in your content, you can change the page size to fit.

## SOME QUESTIONS TO ASK:

- How will you edit/rewrite/rearrange your content to fit a poster format?
- How will you organize it visually?
- How will you illustrate your major findings?
- Who is your audience?
- How will you best capture THEIR attention?
- If viewers take only one thing from your presentation, what do you want it to be?

Spend some time thinking about the answers to these questions, and keep them in mind as you put together your presentation.

Ask tons of **questions!** The more **planning** and **organizing** you do now, the more **time you will save** in the end.

## 2

## STEP 2: ORGANIZING CONTENT

Posters are meant to **convey a message** quickly and efficiently — don't just reproduce your paper in poster form.

- **Summarize** information or research clearly and concisely; avoid long paragraphs — keep them short and use **lists** and **bullets** where possible.
- It should be **easily understood** without extra notes or verbal explanation.
- You may need to reorganize, rearrange or even cut material to create an effective poster.
- Use **graphs** or **charts** to illustrate complicated data.
- Include all references and credits.
- Organize content into **sections** (for example, introduction, abstract, method, results, discussion, conclusion, etc.).
- Determine if any elements or ideas require extra **emphasis**, and decide how you will achieve it (bold type, boxes, colour, graphics? **See EMPHASIS sidebar** for tips).
- **Edit**, edit, edit.

## 3

## STEP 3: ORGANIZING GRAPHICS

**1. Identify** where graphics/photos/tables/charts are necessary or desirable to illustrate or emphasize a point, and how many.

**2. Source** these graphics (**see LINKS for stock photo resources**) — or create them yourself: take photos (just be aware of resolution), draw something and scan it (hi-resolution, of course), create a pie-chart, table or bar graph in Excel, PowerPoint or illustration software.

**3. Confirm** size and resolution (check with HSIMS if you're not sure).

**4. Edit.** Are your graphics/images essential to your presentation? Do they enhance your research or make a point? If not, why include them?

“If you can't explain it **simply**, you don't **understand** it well enough.”  
— Albert Einstein

## WORKING WITH IMAGES AND LOGOS

## THE “RULES:”

- Every graphic should have a **purpose**.
- Avoid unnecessary and **distracting** backgrounds, textures or decorations.
- Complex images like charts, tables and graphs should be **clearly legible**. Take time to develop these kinds of graphics and make sure they're large enough to be understood.
- Make sure all images are **high resolution** (at least 300 dpi).
- Do not artificially increase the size of an image (i.e., blow it up). This will **degrade the print quality**. If your image is not large enough, find or produce a larger one or omit it. (For help assessing image size and quality, contact HSIMS.) It is ok to decrease image size, BUT...
- Be sure to resize graphics **proportionally** (don't stretch or distort), particularly with logos or anything that contains type.

**5. Copyright/permissions.** If you're using graphics (photos, illustrations, charts, graphs) from another source (a book, article, the internet) make sure to obtain permission to use them, and pay any fees that may be required. Also be sure to include credits and attributions. And remember: just because something is on the internet, doesn't mean it's copyright free. And even if it is free, it doesn't mean it belongs to you. Get permission and attribute sources properly! (See **INTELLECTUAL PROPERTY sidebar**)

**6. Decide** on rough placement of images in relation to your copy. Try to balance images with text. Note that once you've begun to lay out your poster, it may not be possible to place graphics exactly next to the relevant text. Place images where they fit best, and use reference tags in your text (e.g. *See Table 1*).

## INTELLECTUAL PROPERTY

In an academic institution, plagiarism is a four-letter word. We all know that it's wrong to misappropriate another person's work, but in the internet age the boundaries of ownership can look a little blurry. Any work (whether it's an idea, a piece of writing, research data, photography, artwork, etc) that you have not created yourself **does not belong to you**, and must therefore be used only with permission and be attributed to its source. You are likely well-versed in citing sources of published works, but don't forget to attribute ALL work that has been produced or created by others. In the case of photography or artwork, you often need to get permission to reproduce and, in some cases, pay for the right to do so, even items downloaded from the internet.

Copyright permissions are YOUR responsibility. MUN printing services will not print any materials without a signed copyright statement on the printing requisition.

### MUN Policies:

Copyright policy: <http://www.mun.ca/copyright/web.php>

Plagiarism: <http://www.med.mun.ca/Medicine/Policies---Guidelines.aspx>

Get **permission** and **attribute** sources properly!  
**REMEMBER:** just because something is on the internet, **doesn't mean it belongs to you.**



## STEP 4: LAYOUT

# 4

Why design? We've already established that a poster is a VISUAL presentation of your ideas and research. You've spent a lot of time gathering and interpreting data, studying, researching and writing. Your hard work should speak for itself, right? Not always. If your poster is disorganized, messy and carelessly arranged, that is also how your work will be perceived (if it gets read at all!). Give your work a chance to speak by attracting and keeping reader attention with an organized, legible and attractive poster. Take care with the design, and your work will shine!

“We are what we repeatedly do. **Excellence**, therefore, is not an act, but a **habit**.”  
— Aristotle

“Design is **thinking** made **visual**.”  
— Saul Bass

### How do I do that?

**Go with the flow.** Set up your layout with a natural visual progression: top to bottom, left to right

**Less is more.** A well-designed poster is not necessarily a fancy or complicated one. In fact, most design is improved by simplification. Good design is about clarity and communication, not flashy graphics or effects.

**Type.** Posters should be legible from at least one metre away, and attract attention from five metres:

- for body text, 24 -32 pt;
- for titles, 48-72 pt;
- keep point sizes consistent (exceptions: varying levels of heads, sidebar materials, references). Ideas/sections that are equally important should be treated equally. Don't shrink point size in one section to make it fit;
- choose a legible typeface, and mix fonts with caution (see **FONT sidebar**)

**Margins.** Give your content some “breathing room” by including clear, consistent margins around your layout and in between columns and sections.

**Columns.** The eye gets lost if it has to travel too far. Make your poster easy to navigate by dividing the layout into columns.

**Alignment.** Flush left or justified text works best (avoid centred or right justified). Don't mix alignments. Create an invisible grid to help you keep your layout organized.

**Gestalt.** Group like objects together. The mind naturally links elements that are physically close. Use this to your advantage by putting connected ideas next to each other. However, be aware that objects that are too close together create visual tension, which can be distracting.

**Balance** text and images. Give your viewer breaks, by interspersing graphics with blocks of text where possible.

**Be consistent.** Keep your style, typography, spacing and colour consistent for a strong, cohesive layout.

**Visual hierarchy.** Create one main focal point. It should be clear what to look at first, second, third... (Titles, sub-heads, main text, etc.)

**Create emphasis sparingly.** You want to draw attention to key ideas, but do so carefully, as too much emphasis begins to look like none. **See EMPHASIS sidebar**

**If you make  
everything bold,  
nothing is bold.**

— Art Webb

## 5

## STEP 5: PROOFING

You already edited your copy before you laid out your poster, but once you've put it all together, you'll want to proofread it again and again. When importing or copying-and-pasting text into your layout, it's possible to lose original formatting (e.g. italics or bullets) or to introduce errors, so proofreading is especially important at this stage. Double-check that your layout matches your copy. Also, now that you're looking at it in a poster format, you might see typos and errors that you didn't notice before, like extra spaces or missing punctuation.

*Some proofreading tips:*

- You can't proofread too much.
- Use spelling and grammar check, but don't rely on it exclusively — make sure to proofread it yourself as well.
- Double- and triple-check spelling — especially proper names, brand names and titles.
- Get a friend or colleague to proofread.
- Take some time away from your poster (an hour, a day) and proofread again with fresh eyes.
- Pay attention to typography: word, line and column breaks/hyphenation; double spacing and punctuation errors — these things are distracting and detract from your message.
- Trust your instincts: if it doesn't look right to you, keep making adjustments.

Design is the application of **intent** — the opposite of **happenstance**, and an antidote to **accident**.

— Robert L. Peters

# 6

## STEP 6: PRINTING

Now we come to the final step: **printing**. There are three things to do before you can send your file to print:

**1. Final file prep:** You can send your final PowerPoint or Word file to the printer, but because of differences in operating systems, program versions and fonts, it's possible that what's printed won't match what you sent. A best practice is to save your file as a pdf. This will ensure that nothing can be accidentally changed in your file. **See HOW TO LAY OUT A POSTER IN POWERPOINT sidebar.**

**2. Printing requisition:** Get a **printing requisition form** from printing services. You'll need to get a finance code and signature from your department, instructor or supervisor. Your job cannot be printed without a completed form.

**3. File to print:** In general, it's not advisable to e-mail files to the printer. Put finished file on a usb; bring the file and requisition to printing services (or contact printing services to make alternate arrangements). If you must e-mail files, make sure to follow up with printing services to confirm that your job was received and is in the queue. For contact information for printing services, **see CONTACTS in the links & resources section.**

**MEMORIAL UNIVERSITY**

**PRINTING SERVICES REQUISITION**

Date Requested \_\_\_\_\_ Date Required \_\_\_\_\_ No. of Originals \_\_\_\_\_

Title \_\_\_\_\_ Contact \_\_\_\_\_ Phone \_\_\_\_\_

Department \_\_\_\_\_

**REQUISITION**

ESTIMATE GIVEN ☐ No. of Copies \_\_\_\_\_

**COPYRIGHT**

**Important Notice:** Copies will not be printed unless the appropriate signature verifying Copyright Act compliance appears below. It is the policy of Memorial University to comply with Canadian Copyright Law. Printing Services will not make infringing copies under any circumstances. By signing below you are verifying that either (please check the appropriate circle):

- ☐ The materials you seek to copy qualify for the educational exemption found in the Copyright Act (for clarification please see the FAQ's at [http://www.mun.ca/copyright/copyright\\_clearance.php](http://www.mun.ca/copyright/copyright_clearance.php) or contact Memorial's Copyright Office).
- ☐ The materials you seek to copy qualify as a fair dealing pursuant to Memorial's Fair Dealing Policy found at [http://www.mun.ca/copyright/fair\\_dealing\\_at\\_memorial.php](http://www.mun.ca/copyright/fair_dealing_at_memorial.php).
- ☐ You are the owner of the copyright in the materials;
- ☐ Copyright permissions are attached to the materials;
- ☐ Copyright clearances have been obtained through the Copyright Office.

Name (Please print) \_\_\_\_\_

To obtain copyright clearances or if you have any questions regarding copyright please contact the Copyright Office at: [copyright@mun.ca](mailto:copyright@mun.ca) or Tel: (709) 864-2089

Signature \_\_\_\_\_

Printing Cost \_\_\_\_\_ FUND \_\_\_\_\_ ORGANIZATION \_\_\_\_\_ ACCOUNT \_\_\_\_\_ PROGRAM \_\_\_\_\_ ACTIVITY \_\_\_\_\_ LOCATION \_\_\_\_\_ AMOUNT \_\_\_\_\_

Copyright (Cost per copy) \_\_\_\_\_

**DEPARTMENTAL APPROVAL**

Please Print \_\_\_\_\_ Signature \_\_\_\_\_

**DIGITAL REQUIREMENT**

USB KEY / CD ☐ PC ☐ MAC ☐

SOFTWARE APPLICATION \_\_\_\_\_

FTP ☐ Contact [glucker@mun.ca](mailto:glucker@mun.ca) to set up secure departmental ftp access

IGEN DIGITAL PRESS ☐ SCAN / STORE ☐

**DELIVERY INSTRUCTIONS**

**PRESS REQUIREMENTS**

INKS: COVER \_\_\_\_\_

INSIDE \_\_\_\_\_

BLEED ☐ PRESS PROOF REQUIRED ☐

**PHOTOCOPY/PRINT**

INSIDE: 1-Side ☐ 2-Side ☐ STOCK: \_\_\_\_\_

COVER: 1-Side ☐ 2-Side ☐ STOCK: \_\_\_\_\_

PHOTOCOPY: BLACK ☐ COLOUR ☐ STAPLES: 1 ☐ 2 ☐ 3 ☐ PROOF REQUIRED ☐

FINISHED TRIM SIZE \_\_\_\_\_

**BINDERY**

STAPLE/TAPE ☐ PLASTIC COIL ☐ CERLOX ☐ SADDLE STITCH ☐ SHRINK WRAP ☐

COPIER TAPE ☐ DOUBLE WIRE ☐ LAMINATING ☐ PERFECT ☐ HOLE PUNCH 1 ☐ 2 ☐ 3 ☐

NUMBER ☐ START # \_\_\_\_\_ FINISH # \_\_\_\_\_

FOLDING ☐ TRIFOLD (LETTER) ☐ 2-FOLD ☐ HALF ☐ GATE ☐ PADS OF \_\_\_\_\_ CARD BACKING ☐

SCORE ☐ SPECIFY \_\_\_\_\_

**WIDE FORMAT**

☐ POSTER

☐ LAMINATE

☐ MOUNT/FOAMCORE

**OTHER INSTRUCTIONS**

# HOW-TOS AND SIDEBARS:

## *At-a-glance list*

HOW TO DETERMINE WORD COUNT

HOW TO LAY OUT A POSTER IN POWERPOINT

HOW TO WORK WITH GRAPHICS AND LOGOS

INTELLECTUAL PROPERTY

HOW TO CHOOSE AND MIX TYPEFACES

HOW TO SELECT AND COMBINE COLOURS

HOW TO CREATE EMPHASIS

## HOW TO DETERMINE WORD COUNT

Unfortunately, there's no magic formula to determine how much copy to use, or how big to make your poster. Poster word counts can range anywhere from 500–2000 words, but this will depend on many factors, including how many images, charts or tables you plan to include, or the maximum/minimum size restriction. If you have a target size, you will have to tailor your word count and vice versa. In fact, word count is very liquid. Keeping in mind that the bigger the poster size, the bigger everything else must be (font, images), it often takes some trial and error to get it right.

### Here are some tips to help you figure it out:

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- Aim for approximately 15–20 words per line (this will be comfortable to read). If you have many more or fewer words per line, adjust the number of columns or the overall size to achieve this average.
- Use at least 24 pt font, and up to 40 pt for the main text, depending on poster size. Adjust font size according to column width.
- If you're not sure, begin with the largest poster size you can use, and adjust your layout as required as you go. When you're finished roughing in your content, you can change the page size to fit.

## HOW TO LAY OUT A POSTER IN POWERPOINT

1. Select a blank presentation.
2. Click **File > Page Setup** and select **Custom** from the drop-down menu under **Slides sized for**. Enter your desired dimensions in the **Width** and **Height** fields. Choose **Landscape** orientation.
3. Select the text tool and create a text box for the main title and several text boxes for the content your poster (you can copy and paste from a Word document or different PowerPoint file, or type directly into the text boxes). Enter all text and make sure to leave room for any imagery, graphics tables and charts.
4. Create tables, graphs and charts. These can be created directly in PowerPoint using the built-in tools, migrated from Word or Excel, or imported as image files.
5. Add images and graphics. To add a photo or graphic, click **Insert > Photo > Picture from File**. A finder window will open, and you can select images from your hard drive or a disk. Once you place an

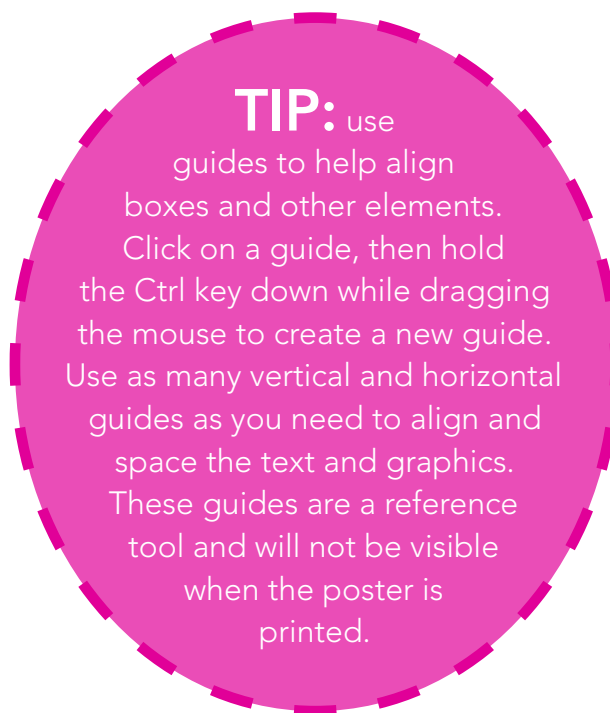


image in your document, you can move it by dragging it around your layout, or by clicking on it and using the arrow keys.

6. Re-size, crop or otherwise format your image by clicking on the image in your layout, then click **Format > Picture** and choose from the formatting menu. (For more info about images and graphics, see **WORKING WITH GRAPHICS/LOGOS sidebar**.)

7. Once all the pieces are roughly in place, you will likely need to rearrange and re-size your elements to fit and create a pleasing arrangement. Make sure to leave sufficient and equal space between text boxes and columns and around images. Use a consistent alignment.
8. When you are completely finished your poster and are ready to send it to the printer, a best practice is to save it as a pdf. PDF stands for Portable Document Format, and it's a virtually unalterable file. Saving your poster as a PDF will ensure that nothing will be inadvertently changed when the file is opened by another user, and you can be sure that what you send to the printer is what you get back.

Here's how: Select **File > Save As**. In the **Save As** dialogue box, select **PDF** from the **Format** drop-down menu. Click **Save**. Simple as that!

## HOW TO WORK WITH GRAPHICS AND LOGOS

### THE “RULES:”

- Every graphic should have a **purpose**.
- Avoid unnecessary and **distracting** backgrounds, textures or decorations.
- Complex images like charts, tables and graphs should be **clearly legible**. Take time to develop these kinds of graphics and make sure they’re large enough to be understood.
- Make sure all images are **high resolution** (at least 300 dpi).
- Do not artificially increase the size of an image (i.e., blow it up). This will **degrade the print quality**. If your image is not large enough, find or produce a larger one or omit it. (For help assessing image size and quality, contact HSIMS.) It is ok to decrease image size, BUT
- Be sure to re-size graphics **proportionally** (don’t stretch or distort), particularly with logos or anything that contains type.

### WHAT IS RESOLUTION?

Any image that will be used in print, must be high resolution — at least 300 dpi. DPI stands for “dots per inch,” meaning the amount of information contained in the image. If you’ve ever tried to print an image that you’ve downloaded from the

internet you’ve probably noticed that the printed image looks a bit different from what you saw on screen. That’s because most photos on the internet have very small pixel dimensions (fewer dots). There are two reasons for this: a smaller amount of data allows pages to load faster, and computer screens don’t require as many pixels or dots in order for images to look good. But in order for an image to look just as good in print, more information must be present, otherwise photos begin to look blurry, pixelated and dull. So it’s important to note that just because a photo looks sharp and clear on your screen, it won’t necessarily look that way in print.

### HOW TO CHECK THE RESOLUTION AND SIZE OF YOUR IMAGES:

In general, images downloaded from the web will not be suitable for use on a poster. Most web images are about 640 pixels wide by 480 pixels high, which translates to about 2” by 1.5” in print — slightly larger than a postage stamp. Exceptions are images downloaded from stock photo sites, or if it is clearly indicated that a high resolution image is available for download.

(cont’d, next page)



If the provenance of your image is unknown or unclear, here's how you can figure out the pixel ratio:

Right click on the file name, then select **Properties >**

**Details** (on a Mac, click the file name and press Cmd-i) to see the file info. Look for **Dimensions**. Divide each measurement (height and width) by 300, and you will get an approximate size for print.

Example:

Dimensions: 1200 x 1850

$1200 \div 300 = 4$

$1850 \div 300 = 6.17$

So, the largest size this image can be printed is about 4" x 6". If you can't find the image dimensions, another way to

approximate is by identifying the number of KB (kilobytes), MB (megabytes) or GB (gigabytes).

[1000 bytes = 1 KB

1000 KB = 1 MB

1000 MB = 1 GB]

Again, view the file info and look for **Size** (a number, followed by either KB, MB or GB. For print, the larger the size the better, but generally anything less than 300 KB will not be suitable, and at least 1 MB is preferable.

If you need help determining the size and resolution of your images, please contact us.

## INTELLECTUAL PROPERTY

In an academic institution, plagiarism is a four-letter word. We all know that it's wrong to misappropriate another person's work, but in the internet age the boundaries of ownership can look a little blurry. Any work (whether it's an idea, a piece of writing, research data, photography, artwork, etc.) that you have not created yourself **does not belong to you**, and must therefore be used only with permission and be attributed to its source. You are likely well-versed in citing sources of published works, but don't forget to attribute ALL work that has been produced or created by others. In the case of photography or artwork, you often need to get permission to reproduce and, in some cases, pay for the right to do so, even items downloaded from the internet.

Copyright permissions are YOUR responsibility. MUN printing services will not print any materials without a signed copyright statement on the printing requisition.

### MUN Policies:

Copyright policy: [www.mun.ca/copyright/web.php](http://www.mun.ca/copyright/web.php)

Plagiarism: [www.med.mun.ca/Medicine/Policies---Guidelines.aspx](http://www.med.mun.ca/Medicine/Policies---Guidelines.aspx)

# HOW TO SELECT AND COMBINE TYPEFACES AND COLOURS

## TYPEFACES

A common tendency is to use many different fonts to add interest or delineate different information, but in the interest of clarity and consistency, it is best to use just one or two typefaces. This will keep your poster looking uniform and easy to read. If you feel you need more variety in your typography, use the bold or italic versions of your chosen font(s), or try underlining, using all caps or changing the type size. For more ideas, [see the EMPHASIS sidebar](#). It is perfectly acceptable to use a single typeface, but if you decide to use two, a best practice is to use one SERIF (ex: Times New Roman) font and one SANS SERIF (ex: Arial) font. Avoid the use of NOVELTY fonts (ex: Scriptina or Comic Sans), as they can be difficult to read and can look unprofessional. The main thing is to be consistent in the application of typefaces, ie. use one font for headings, and the other for body text.

For more information about good typography, visit: [www.thinkingwithtype.com/](http://www.thinkingwithtype.com/)

## COLOUR

It is also best to keep to a colour scheme of one or two colours (not including photographs or illustrations). Too many colours for type and graphic elements can be distracting and confusing. The best colour combination for posters is one with high contrast (ex: black and white). It is best to use black or dark type on a white or light background, but if you decide to do the opposite (white or light type on a black or dark background) it is a good idea to increase the size of the type, to make sure it is still easily legible.

“There are now about as many  
**different** varieties of **letters** as  
there are different kinds of **fools**.”  
— Eric Gill

## TYPE STYLES

### SANS SERIF TYPEFACES

Arial	Corbel
Gill Sans	Helvetica
Myriad	News Gothic
Verdana	

### SERIF TYPEFACES

Times New Roman  
Georgia  
Garamond  
Cambria  
Palatino  
Century Schoolbook  
Bookman Old Style

### NOVELTY TYPEFACES (use with caution!)

<i>Brush Script</i>	Comic Sans
Giddyup	Mistral
Papyrus	Scriptina
<i>Lucida Handwriting</i>	

## CREATING EMPHASIS

There are many ways to emphasize or set off key ideas — from bold or coloured text to underlines, to boxes and graphics. But be wary of using too many different techniques in a single piece, as it will end up looking cluttered and confused, and your emphasis will get lost. Choose one or two methods, and be consistent throughout your layout.

Here are some ideas:

### TYPOGRAPHICAL METHODS

- ALL CAPS
- *italics* (use for emphasis within a paragraph)
- **bold type**
- larger point size
- underlining
- coloured type

Note: with type, it's ok to combine several elements into one method of emphasis, for example, use

**ALL CAPS, BOLD, A  
LARGE POINT SIZE AND A  
DIFFERENT COLOUR**

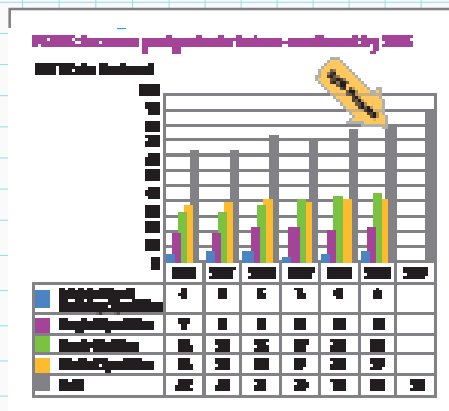
Just be sure that you use this same method for each item that requires equal emphasis (ie, the same point size and colour for all headings).

### GRAPHIC METHODS

- icons/symbols



- charts/tables/graphs



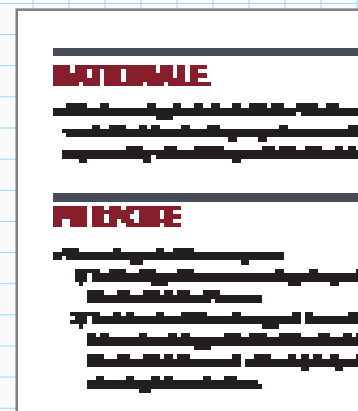
- boxes

#### WORKING WITH IMAGES AND LOGOS

##### THE "RULES:"

- every graphic should have a purpose
- avoid unnecessary and distracting backgrounds, textures or decorations
- complex images like charts, tables and graphs should be clearly legible. Take care to develop these kinds of graphics

- rules (lines)



- pictures/illustrations

compared to the national level of 7.7%

**Fast Fact 2:** Adverse weather conditions in Labrador make regular road and marine non-existent in winter months. This can impact food for local residents of that region.



# LINKS/ONLINE RESOURCES

## DOCUMENTS:

Copyright policy: [www.mun.ca/copyright/web.php](http://www.mun.ca/copyright/web.php)

Graphic standards: [www.mun.ca/marcomm/image/graphic/](http://www.mun.ca/marcomm/image/graphic/)

Plagiarism: [www.med.mun.ca/Medicine/Policies---Guidelines.aspx](http://www.med.mun.ca/Medicine/Policies---Guidelines.aspx)

MUN Writing centre resources: [www.mun.ca/writingcentre/resources/](http://www.mun.ca/writingcentre/resources/)

MUN Style Guide: [www.mun.ca/marcomm/style/](http://www.mun.ca/marcomm/style/)

## PLACES:

Printing services: [www.mun.ca/printingservices/](http://www.mun.ca/printingservices/)

HSIMS: [www.med.mun.ca/hsims/home.aspx](http://www.med.mun.ca/hsims/home.aspx)

## LOGOS:

Image services: <http://www.mun.ca/marcomm/image/logo.php>

## STOCK PHOTOS:

MUN photo gallery: [www.mun.ca/marcomm/image/photogallery.php](http://www.mun.ca/marcomm/image/photogallery.php)

Morgue File: [www.morguefile.com/](http://www.morguefile.com/)

Wikimedia Commons: [http://commons.wikimedia.org/wiki/Main\\_Page](http://commons.wikimedia.org/wiki/Main_Page)

Flickr Creative Commons: [www.flickr.com/creativecommons/](http://www.flickr.com/creativecommons/)

Image\*After: [www.imageafter.com/](http://www.imageafter.com/)

Search by Creative Commons: [search.creativecommons.org/](http://search.creativecommons.org/)

## CONTACTS:

### *General Information*

HSIMS - Health Sciences Centre, rm 1614 (across from HSC library)

### *Printing Services*

Tel: 864 4056

[www.mun.ca/printingservices/](http://www.mun.ca/printingservices/)

Ingstad Building, Elizabeth Ave

### *Faculty of Medicine Communications*

[communications.office@med.mun.ca](mailto:communications.office@med.mun.ca)

## REFERENCES:

[www2.napier.ac.uk/gus/writing\\_presenting/academic\\_posters.html](http://www2.napier.ac.uk/gus/writing_presenting/academic_posters.html)

<http://clt.lse.ac.uk/workshops-and-courses/Course-resources/Poster-Design-Tips.php>

[www.wpi.edu/Academics/ATC/Media/poster-design.html](http://www.wpi.edu/Academics/ATC/Media/poster-design.html)