Never Write Your Title In All Caps
Author’s Name
Information regarding the Author

Sections
Create a section for your most important points. They should be easily distinguished through a solid colored background, or borders to clearly see where the information starts and stops.

Professional
Try to keep things symmetric so it’s more pleasing to look at. A beautifully crafted poster is eye-catching and professional.

Adjust your borders to fit the text. Borders that contain too much blank space or have overflowing text look sloppy.

Use the same style throughout the poster. It would be disorientating to switch fonts and colors every box.

Make sure your text is formatted so the audience can read it effectively. Proper font size is essential for a better understanding of your presentation.

Use small blocks of supporting text with common words. Technical language may inhibit the audience’s understanding.

Use graphics, charts, and images to break up your text.

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Font Choice
It is very important to pick a legible, professional font for your poster. These are some examples you may use.

- Bell MT
- Palatino
- Baskerville
- Bookman Old Style
- Bodoni
- Sabon
- Georgia
- Century

Colors
Don’t use too many colors in your poster. Stick with 2-3 muted, or pastel shades. Too many colors look messy and unprofessional.

Make sure the colors work together. One should be bolder for your headlines, and the other softer for the text.

If your poster uses darker colors, use a lighter font. If your poster uses lighter colors, use a darker font. Make sure it’s legible for your audience.

http://www.geovista.psu.edu/resources/flyers/DCCrimeVizPoster.jpg
Cite your sources!

Pick images and graphs that relate directly to your text. If you’re writing about how cool goats are, this one would work well. He’s majestic.

Blank space is good! Don’t overwhelm your audience with too much.