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An effective Poster Design is simple:

It is very effective if your Poster Design focuses on a single message. It should always avoid saturating on the viewer with the text you use. It doesn't tell, it shows: graphics should dominate your Poster for it is the main key to Poster Designing. It uses a visual hierarchy for emphasis.

Advice below tells how you can reach these objectives:

1. Design for 3 audiences.

Attract more than your competitors. Your competitors need no effort to attract. Viewers in your area need context and accessibility. Viewers outside your area also need the problem explained.

2. Organize for easy viewing in your Poster Design

Lay out in column format. If you lay out in rows instead, those who read the top row may be unable to fight their way back to the beginning to read the next row. They will move on to the next poster.

3. Indicate the sequence.

Supply clues. Use numbers, letters, and a logical sequence. Order the panels visually, in units and columns. Avoid asymmetries, which distract the eye.

4. Use a visual hierarchy.

Visually reflect the relative importance in your Poster Design. If something is important, make it BIG. Title is biggest; headings next; then explanations. Use figures and graphs to make evidence obvious.

5. Vital information = big type

Put the take-home messages in big Headings. Use headings to identify results explicitly. Headings state the message: instead of saying "Results," Identify the result: e.g. "Transgenic grow extra food."

6. Make graphics dominate.

Emphasize material visually. Use graphics, figures, and cartoons; avoid unornamented tables. Use color to emphasize and to link words with images. Use formats without keys; write explanations on the figures.

7. Organize visually.

Maximize order and emphasize with color. Keep panels similar in shape, confirmation and orientation. It is always an effective way to group elements together to form conceptual units. Use color for emphasis, and use it consistently.

8. Use readable text.

Think of text as just another visual aid. Keep text brief, compact and single-spaced. Title/major

headings readable at 6 feet, the rest at 3 feet. Avoid using all capitals or right-adjusted text.

9. Discard details.

Edit Ruthlessly for your Poster Design. Omit all you can; simplify verbiage; dump details. Details detract. If you must have details, use a handout. Simple messages are the most memorable.

10. Make strong conclusions.

Step beyond merely stating results for your Poster Design. Differentiate among data, summaries and conclusions. Commit yourself: state interpretations and conclusions. Make the strongest statement your data will support.

11. Use graphics in your talk.

Focus on the evidence: the graphics. Start with context: the problem, its importance, your solution. Don't read the poster: use it as a visual aid, pointing to figures. Practice 5 and 2 minute talks, and then face your viewers!

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Personal Visual is a Web, Video and Graphics Design Company based in Norwich, Norfolk. They specialise in design " Flyer, Business Card, Logo, Video, [Leaflet Design](#) and Web.

With over 11 years experience in the design industry, Personal Visual insists that they can get a new business off the ground and improve existing ones.

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