

Creating impactful and accessible posters

Content

Title

The most important part of your poster – your key message

- Your title is your hook to grab your audience.
- It should communicate your central message or research finding.
- Make it concise, meaningful and easy to understand.

Main text

Less is more – avoid huge overwhelming blocks of text

- Focus on your key points.
- Consider using bullet points where appropriate.
- Avoid unnecessary jargon.
- Keep the word count down: ideally around 200-400 words, 800 at the very most.

Graphics

Grab attention and communicate your main messages

- A large impactful graphic makes your poster stand out.
- You can use images, graphs, charts or diagrams to quickly convey a message or finding.
- One or two large graphics are better than lots of small ones.

Additional info

Let people find out more without overcrowding your poster

- Include author names, affiliations and contact details.
- Use links or QR codes to direct people to further information.
- Acknowledgements, references and supplemental info can be in smaller text or linked to online.

Software

There are various options from providers such as Canva, Adobe and Microsoft. All University members have access to [PowerPoint](#), which has design tools and a built-in accessibility checker.



Text

- Use a small number of plain, easy-to-read fonts. Avoid cursive and highly decorative fonts.
- Make your text big enough to read from a distance, minimum 72pt for titles, 42pt for headings and 24pt for main text.
- Ensure good contrast between text and background. Don't use patterns or pictures directly behind text.

Colour

- Use a limited colour palette: 3-5 colours is usually sufficient.
- You can look online for colour palette suggestions.
- Use the colour picker to replicate specific colours from an image.
- In charts and diagrams, don't rely on colour as the sole way to convey meaning – use labels, contrast and patterns for those with colour vision deficiency.

Images

- Make sure images are large enough and high resolution (at least 200-300 dpi).
- Include captions and alt text for images on digital posters.



Layout

- Lay your text out logically, so the reading order is clear.
- Use sufficient line spacing and margins round your text.
- Don't overcrowd your poster. Use sufficient 'white space' so your content can breathe and doesn't look overwhelming!

Remember

- Focus on your key message.
- Think about your audience.
- Check the poster requirements and make sure you're working to the correct format, size and orientation.
- Look at other poster designs and templates for ideas and inspiration.
- Leave time to proofread and print.

Need more advice?

Visit: [Toolkit](#) | Email: digitalskills@abdn.ac.uk