



## Poster Headlines Are Visible From 15-20 Feet Away.

(Headline is minimum size 85.)

### 1. Poster navigation is explicit. (uses numbers or visual anchors)

The study objectives are clearly stated and main points are labeled and easy to find.

1.5 inches of white space is around all poster edges.

White space is organized and only 30-50% of the poster features text.

### 2. Images are properly edited, prepared, and inserted.

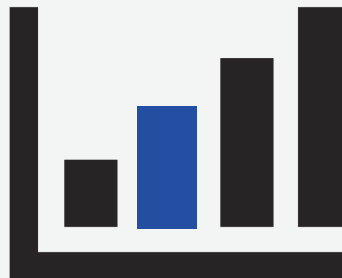


Each image or data visualization tells a part of the overall story.

### 3. Graphics are visible from 3-5 feet away.

Charts and graphs communicate the major results and implications.

Charts and graphs have descriptive text and axes are labeled.



Color is used to highlight important points or convey quantitative information.

### 4. Section headers use bold type.

Text is “aligned left” or “justified.”

The average number of words per line is limited to 8-12.

Poster uses common, sans serif fonts (e.g. Arial, Calibri).

### 5. Headings are visible from 3-5 feet away. (minimum size 36)

QR codes help clean up visual clutter and link to additional information.

