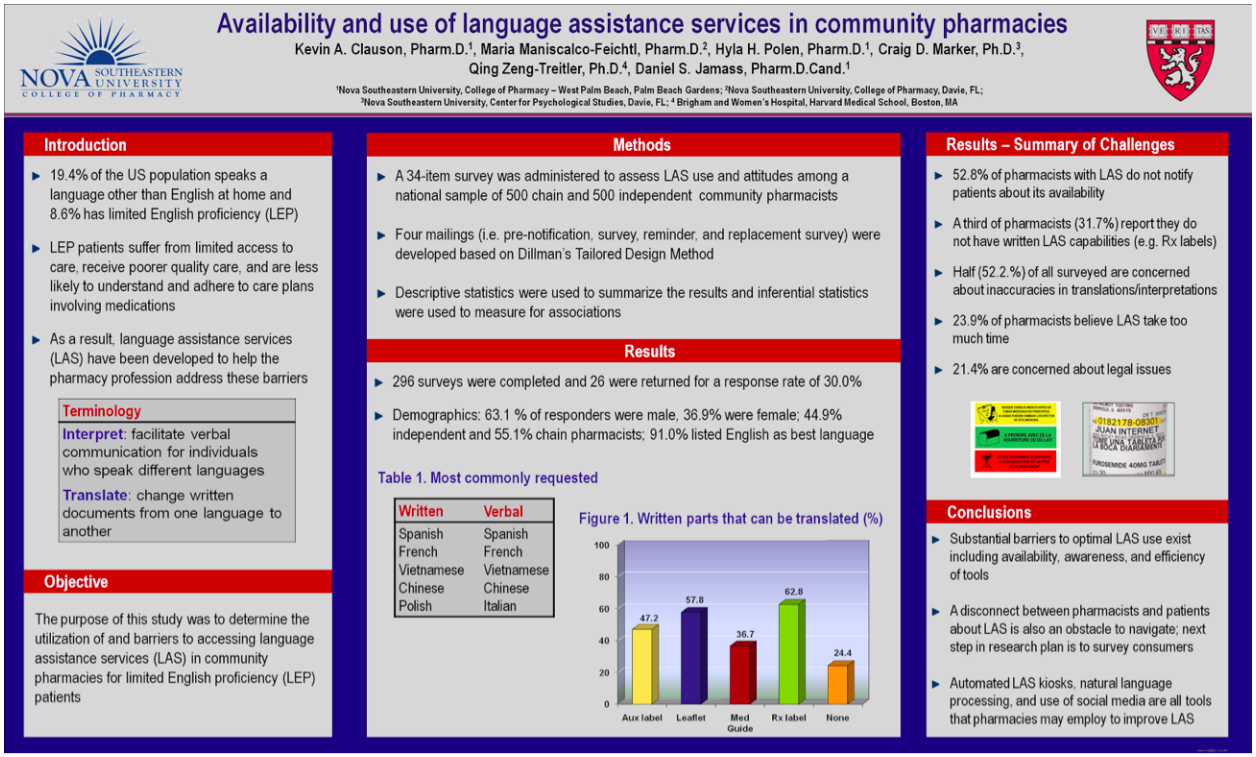
PennState | PubHub
Strong Manuscripts. Compelling Publications. Confident Presentations.

Posters: The Good and the Bad

Sometimes, it helps to look at other posters to see what to do and what not do for your poster. In this module, you will see examples of posters with good and bad elements. Use these suggestions to create a poster that is visually appealing and effective. See the modules Designing a Poster and Poster Templates for more help creating a stellar poster.

Example 1



Source: Kevin Clauson; Copyright License

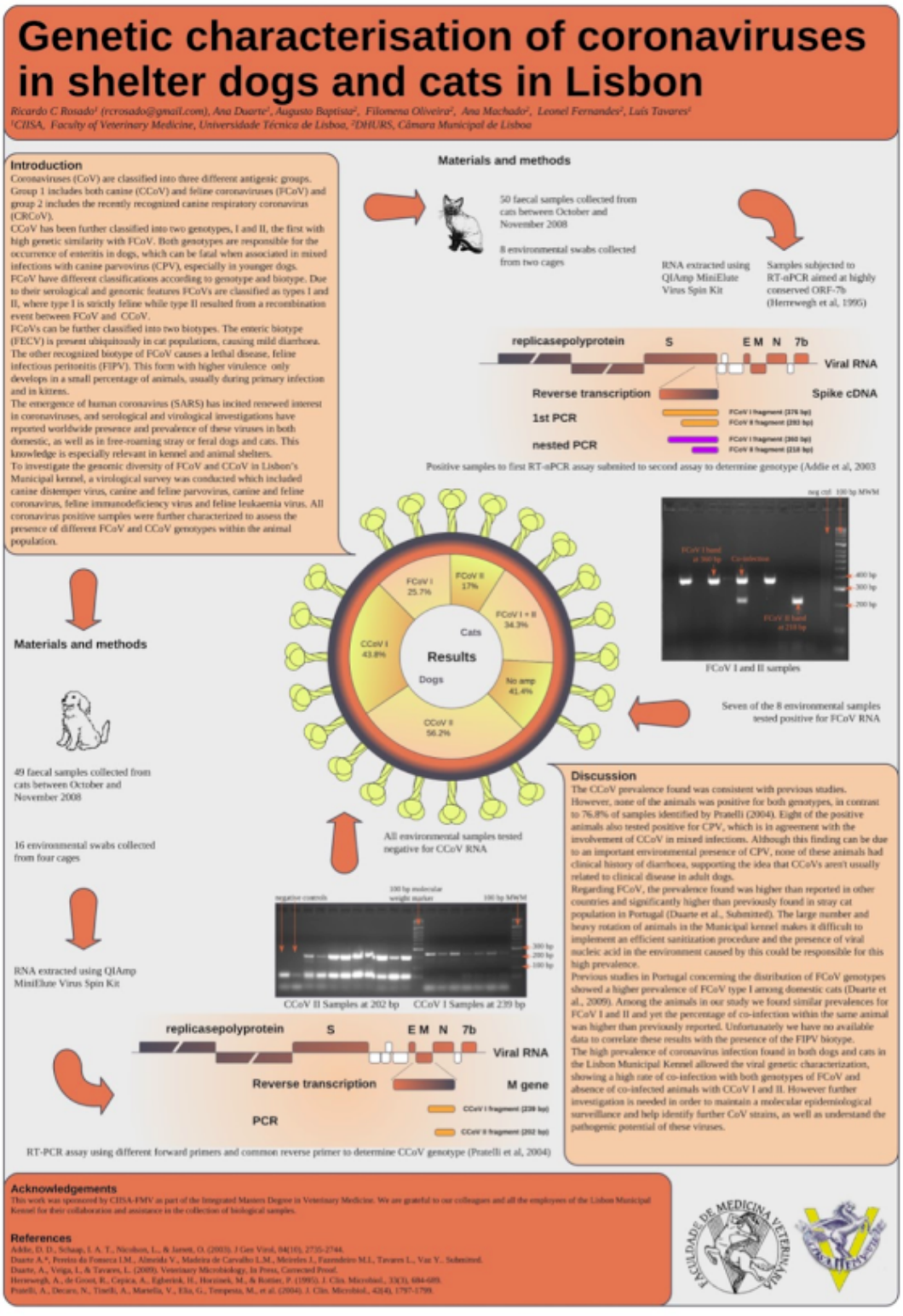
The Good:

1. Nice use of bullets
2. Not too text heavy
3. The figures are all useful and break up the text
4. The columns are aligned to guide the reader to read vertically
5. The title is written using a good format (not all caps)
6. Sans-serif fonts

The Bad:

1. The grey textbox backgrounds give the poster a dull look
2. The list of universities and icons in the title block look cluttered
3. There is no reference section
4. The overall color scheme is not the most pleasant
5. The middle column is not centered- notice the different spaces in the blue margins on either side of it
6. Textbox outlines or wider margins would better separate the text from the background
7. The 3D graph would be better as a 2D
8. Section titles are not justified consistently
9. Figure captions are above the figures, and not all figures even have captions

Example 2



Source: Ricardo Rosado; Copyright License

The Good:

1. Acknowledgements and references in their own section at the bottom
2. Logos at the bottom

The Bad:

1. Overall disorganized look
2. It is difficult to know which way to read this poster, even with the arrows
3. The large blocks of text are intimidating to read
4. Title font is too large compared to the rest of the poster
5. The images blend together and are thus hard to interpret
6. No consistency between sections: some sections are in text boxes and other are not
7. The dark backgrounds for the title block and references draw your eye away from the body of the poster

Example 3


SENDO Southern Europe New Drug Organization:
AN INDEPENDENT NETWORK OF SCIENTISTS FOCUSED ON CLINICAL AND TRANSLATIONAL RESEARCH
Abstract
The Foundation
The Objectives
Countries
Core Facilities
Functional Facilities
Operational Resources
Research Resources
10 Years Results
SENDO Educational
Perspectives
CONTACTS

Source: Insightful Clinical Trials Search; Copyright License

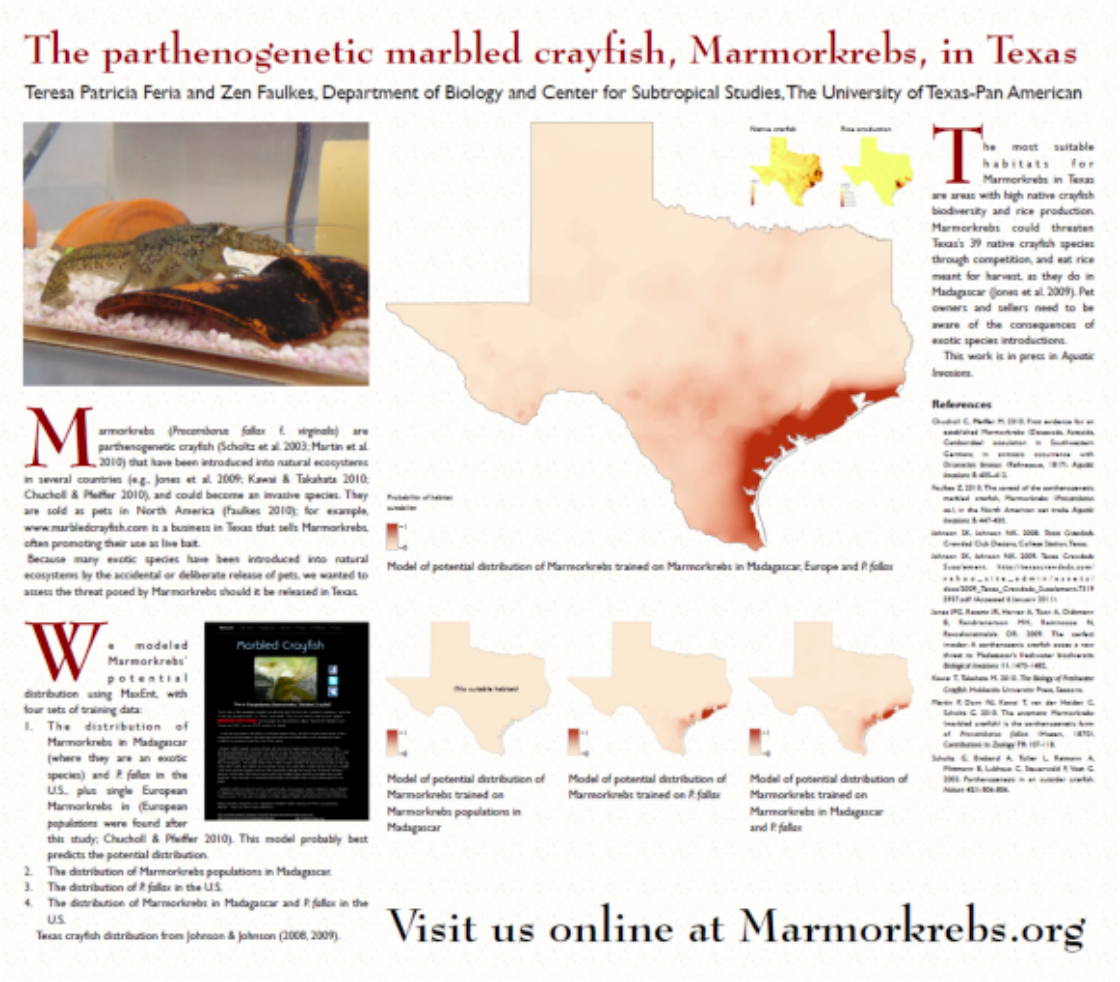
The Good:

1. The sections are nicely aligned in columns
2. Pleasing color scheme
3. Section headings are highly visible
4. Use of figures instead of text

The Bad:

1. There is an abstract section
2. Too many sections
3. The logo is too prominent
4. The results are disjointed between two columns
5. Title is in all caps
6. The space between lines in the title is misleading
7. Unclear why the section headings are in different colors

Example 4



Source: Marmorkrebs.org

The Good:

1. Pleasant color scheme
2. Nice use of a background texture
3. Title takes up entire width of poster
4. The model image is a good display of the main purpose of the study

The Bad:

1. Title is serif font

2. Enlarged letter at the beginning of each section is unnecessary and distracting
3. Sections are not labeled
4. It is unclear where to start reading
5. The text boxes are justified resulting in too much space between characters. Note “potential” in the second paragraph, and “habitat” in the third.
6. Link to the website is too large
7. Note that the square shape of this poster is not the traditional 3’x4’ dimension

Example 5

Poster displayed in Penn State’s Reber Building by Becky Kennan, Shuoyang Li, and Corbin Corrente

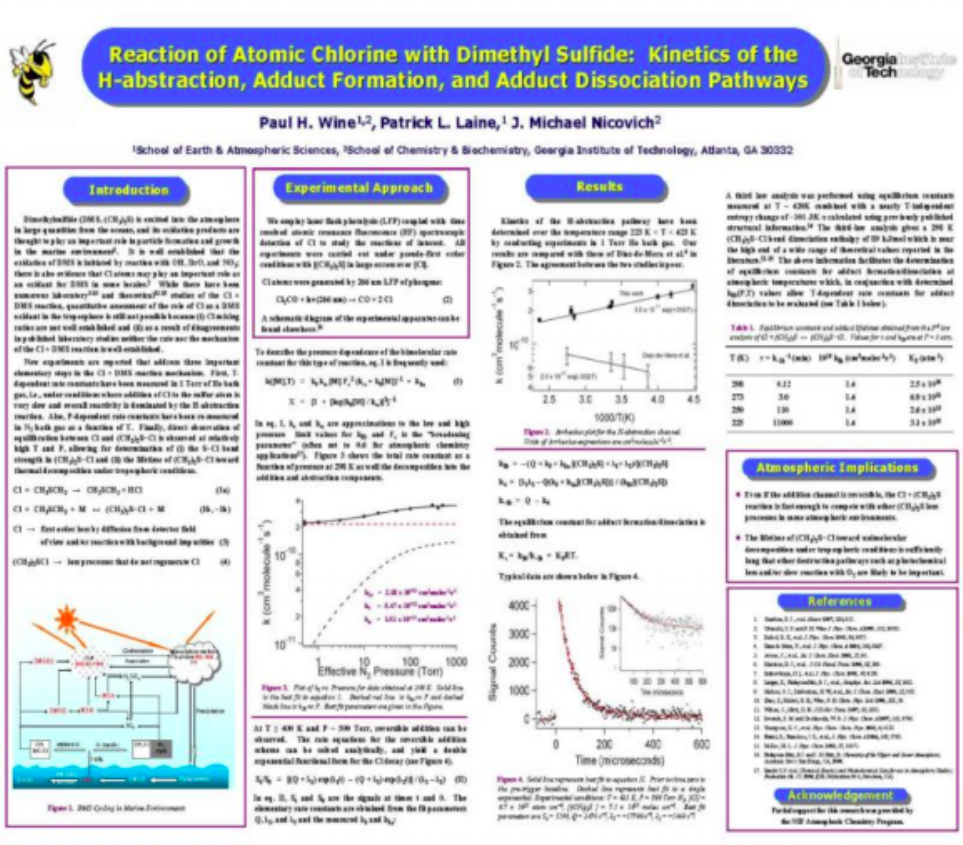
The Good:

1. Nice organization of text into different boxes
2. Good use of bullets
3. Not too many colors
4. Decent amount of white space

The Bad:

1. The order of what you should read on the poster is not logical
2. Flow of text would make more sense if overall if it was top to bottom, left to right
3. Awkward spacing for the class and instructor name at top
4. There is no reference section

Example 6



Source: GA Tech College of Sciences

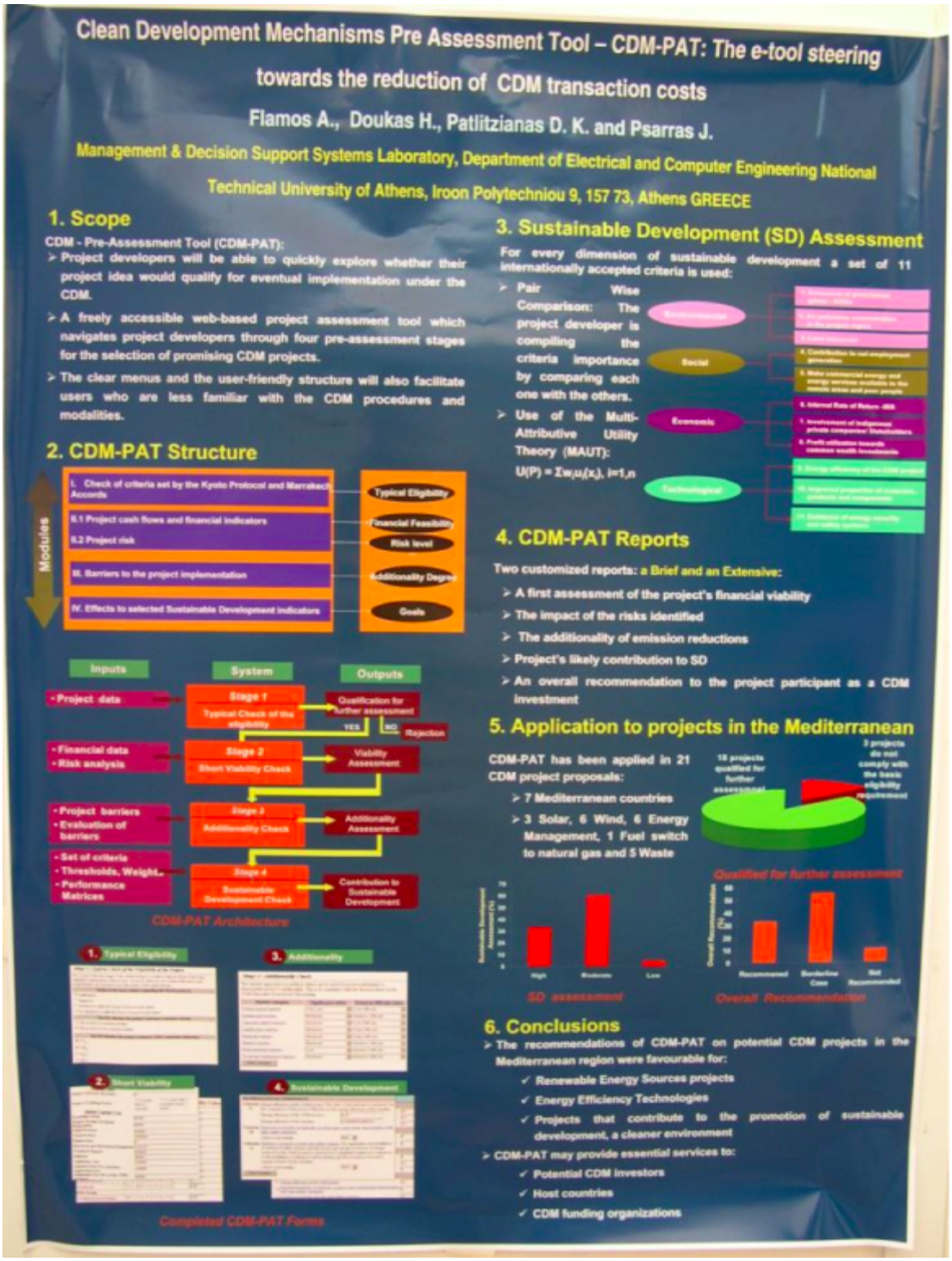
The Good:

1. Clear flow of text
2. Organized sections
3. Good amount of visuals

The Bad:

1. Too much text
2. A lot of columns
3. Long paragraphs with no bullets
4. Harsh yellow text

Example 7



Source: Diomidus Spinellis; Copyright Licens

The Good:

1. Several compelling visuals
2. Good use of bullets
3. Clear flow of text

The Bad:

1. Small text
2. Too many colors
3. Justified text boxes make for awkward text spacing in section 3
4. Missing a references section