Poster Printing at UW–Madison

For WCER projects, printing is free at **WCER Technical Services, Suite 370, Educational Sciences Building, 1025 W. Johnson.**

The deadline to submit posters to WCER for printing is Friday, Feb. 19. Please follow these directions:

Send a full-size PDF (not 8.5" x 11") of your file (printing width is limited to 42 inches) and your project information to: **janet.trembley@wisc.edu**, or call (608) 263-1662 with questions. Please include the WCER logo on your poster, which can be downloaded here: https://mywcer.wisc.edu/Resources/Logos

For non-WCER projects, poster printing is available on campus at several sites for varied fees: **College Library, DOIT, Steenbock Library, Media Solutions at the School of Medicine and Public Health, Waisman Center.** Search on wisc.edu for details.

Tips for Better Poster Design

Define Focus and Organization

Readers should be able to quickly assess your poster topics, how many points you are making and how much work it will be for them to read more. Establishing visual priority through placement, color and size to help readers identify the most important parts of your poster and your main points. Consider how your audience is accustomed to processing information—top to bottom, left to right. Use subheads to make sections clear and break up text. Notice that alignment and groupings can be as effective as a visual break with lines and boxes.

Make it Readable

Pick most legible font options, keep number of fonts low.
Standardize sizes, indents, bullet style.
Don't use all caps for longer type sections.
Consider bulleted lists for portions of the text, rather than all paragraphs.
Use columns, since long lines of text are difficult to read.
Avoid hyphenation and justified type.
Pay attention to contrast, make sure type is readable on the background.
Avoid large amounts of white type on a colored background.
Print out a small section of your poster at full size and check readability from a distance.

Additional tips available at:
http://writing.wisc.edu/Handbook/presentations_poster.html **or**
http://education.mrsec.wisc.edu/documents/Hagness-posters.pdf

Make Other Graphic Decisions Based on Your Content

Pick colors that compliment your subject and each other.
Use only a few colors to create cohesive feel.
If you have a topic that speaks to a specific graphic look (for example, Minority Student Achievement Network=urban), apply graphics and fonts to highlight your content, but not overwhelm it.

Small Things Make a Difference

Margins
High quality logos and graphics
Try different layouts; sometimes your content won't follow the usual pattern.
If you have doubts, get a second opinion.
Consider using more sophisticated tools to set up graphics or poster. It will be more work to learn the programs, but you get more control over your finished product.

Get Inspiration

Look at advertising–magazines, newspapers, posters. Think about what makes them work and try to apply what you like to your design. Go to a store you like and look at their signs. Also, look at clothes and housewares for colors and patterns that work well together.