DESIGNING AN ENGINEERING POSTER*
HIERARCHY, LEGIBILITY, CONSISTENCY
VERSION 1.1

* THIS WILL NOT MAKE YOU A GRAPHIC DESIGNER, NOR IS THAT ITS PURPOSE. THIS IS TO HELP GUIDE YOU IN MAKING DECISIONS ON PUTTING YOUR POSTER TOGETHER.
YOUR GOAL IS TO HAVE THE INFORMATION PRESENTED IN AN APPROACHABLE AND EASY TO FOLLOW WAY

To achieve this, you need to:
1. Establish a Hierarchy within your information (Layout)
2. Create Consistency to remove distractions (Font & Color)
3. Promote Legibility to make everything readable (Font & Color)
Layout
Examples of Layout Options

A. Straightforward:
These posters read top to bottom and leave little confusion on where the audience needs to look first

What could be done to improve this poster:
Example A: allow for more spacing between text and images, to improve legibility of the information
Example B: Explore other shapes besides the rounded rectangle shape for the text boxes. A simple Rectangular box may respond better to the format of the images residing next to the information
Examples of Layout Options

B. Mixing it up
This layout takes the straightforward layout and adds a horizontal reading element with #3 and #4. This works because this arrangement takes advantage of people’s tendency to read left to right.

What could be done to improve this poster:
Example A: Add content headers to allow for better understanding of what the information is saying.
Example B: Rearrange content #4 to align closer to #3 to allow for better hierarchy
C. Improving a layout

The improved layout limits how much the audience’s gaze needs to move. Instead of jumping from the bottom of the page to the top, the audience can now continue moving their gaze in a general top to bottom direction.
1. Do you want your Title font to be different than your body (paragraph) font?
   A. No
   B. Yes
   C. I do not care

A. Pick a font that has a lot of weight options, like Roboto. Use a heavier weight option for the Title and subheading (authors, companies). Use a lighter weight option for the Body text (results, sentences, etc.)

- **Roboto Title (Black)**
  Subheading (Medium)
  Body (Light)

- **Oswald Title (Bold)**
  Subheading (Medium)
  Body (Light)

- **Avenir Title (Heavy)**
  Subheading (Medium)
  Body (Light)

B. Go to fonts.google.com
   Input your poster title into one of the text boxes and click apply to all fonts. Find a font you like (stay away from Handwriting fonts (a term used in the search feature of the site) because they do not portray the professionalism that you need in your poster). Once you have chosen a font, go to that font's page and look for its popular pairings. Pick one of those pairing fonts to be your font for your body text.

C. Follow Option A.

This image is just an example, this is in no way recommending this font for a title.
**FONTS**

What is considered your subheading?
Your list of authors, company name, and your headers above each section of your poster (Introduction, Results, Conclusion, etc.)

What is considered for your body text?
The content that follows the headers, the text inside the charts, etc.

2. You should have no more than THREE font sizes in your poster
   A. Title Font Size (varies)
   B. Subheading Font Size (pick a size between: 24 pt-18 pt)
   C. Body Text (pick a size between: 16 pt-12 pt)

3. Awkward Moments to Avoid
   A. Hyphenating

   **Here is my title, it is long and awkwardly cuts some words in half**

   Do not let your title be hyphenated--it just looks awkard and ugly

   **Here is my title, it is long and awkwardly cuts some words in half**

   B. Imbalance

   **Here is a title that is long and necessary**

   Try to limit the imbalance between the first line and second line, in regards to how many words are there

   **Here is a title that is long and necessary**
Colors

1. No more than 3-4 colors in your poster.
2. For color schemes options, go to design-seeds.com
   - On this site you can search by color
   - Focus on calmer colors over vibrant colors
   - Look for color schemes that provide a strong contrast.

3. Does your company already have a color?
   - Go to color.adobe.com
   - On this site, you can input the company color and it will give you compatible colors to use

4. Avoid
   - Vibrant color backgrounds, your information will be lost
   - Rainbows, it makes the poster look less professional (stick with 3-4 colors)
   - Dark on Dark or light on light colors

5. Now you have your colors, how do you get them inside your poster?

Design-Seeds.com

- Copy the #0000 value corresponding to the color you want
- Convert the Hex Code into CMYK values. You can find a lot of free online converters just by using google. CMYK is used for printing colors (if you ever had a poster come out a different color than intended, it was most likely due to the color mode not being in CMYK)
- Use a HEX Code to CMYK Converter
- Take those four numbers and navigate to Microsoft Powerpoint. Select More colors under the color option for shape or text. Select the second icon on the top bar, and choose CMYK sliders. Paste in the corresponding values