ACADEMIC POSTER PLANNING WORKSHEET

1 Define audience

Where are you presenting? Are you speaking alongside your poster or will it stand alone? Who will your audience be? How much do they know about the topic?

_____

_____

_____

2 Define content

You know a lot about your topic, but you won't be able to get all that onto your poster. You will need to decide what information to showcase. What content must you include? Rank each item in importance.

○ _____   ○ _____

○ _____   ○ _____

○ _____   ○ _____

○ _____   ○ _____

○ _____   ○ _____

3 Think out visuals

What visuals do you already have (maps, photos) and what visuals can you create (graphs, charts, graphics)

_____

_____

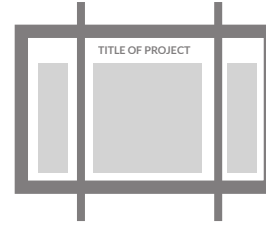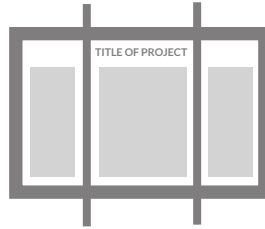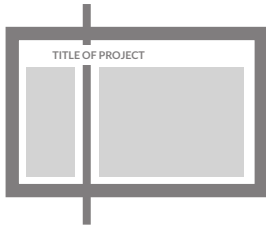_____

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Examples:

4

TITLE OF PROJECT

TITLE OF PROJECT

TITLE OF PROJECT

TITLE OF PROJECT

Draw it out

Think about how you'd like your poster to look. What type of layout might work well? What are the important focal points of your poster? What do you want people to see from far away? From up close?

5

Final checklist

Have you accomplished these items in creating your academic poster?

- ☐ I've used 2-3 colors consistently
- ☐ I've used color to draw attention to important items
- ☐ I've used visuals with each section of my poster
- ☐ I have used text sparingly to contextulize my visuals
- ☐ My text is readable both in color and size
- ☐ My sources and images are cited
- ☐ I've aligned elements to balance my poster
- ☐ I would want to read my poster!

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