

# The Better Posters checklist

By Zen Faulkes (after Duarte and Hughes)  
Better Posters blog, <http://betterposters.blogspot.com>

This checklist lets you quickly evaluate some key elements of research poster design. Few posters are likely to hit every point in the “Signal” column, but if you or your colleagues put more checkmarks in the “Noise” category, it might be time for a rethink of your poster.

	Signal	N/A	Noise
<b>Summary</b> (title or beginning or end)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Entry point</b> (recognizable image versus cryptic materials)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Visual elements</b>			
Background (plain versus complex)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Colours (deliberate versus random)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Graphs (simple versus complex)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Size (large versus small)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Image crispness (sharp versus pixelated or distorted)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Credit (bylines under title versus institutional logos surrounding title)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Text</b>			
Greyiness (coloured graphics and white space versus dense text)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Legibility (large text versus small text)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Arrangement</b>			
Grid (aligned versus non-aligned)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flow (top to bottom, left to right sequence versus meander)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hierarchy (key points distinguished versus equal weight)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Placement (deliberate versus random)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Proximity (margins versus overlapping or almost touching)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Proportions (equal, even columns versus varying widths)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Credibility</b>			
Analysis (statistics versus intuition)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
References (citation versus uncredited)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Total</b>	<input checked="" type="checkbox"/>	vs.	<input type="checkbox"/>

Based on and inspired by the Glance Test for slides created by Nancy Duarte and Glenn Hughes:  
<http://blog.duarte.com/2009/10/stanford-passed-and-failed-the-glance-test-would-you>