

# Making Meaningful Posters



- Know your audience
- Tell a story: "ORB"
  - Objectives/research Questions
  - Relevancy: why should your audience care
  - Big Takeaways
- K.I.S.S.: Keep It Simple Silly
- Use a 300 second overview

- Design with accessibility in mind: fonts & colors
- Potential audience members take mere seconds to decide to visit: Titles & colors matter
- Conceal clutter Use QR codes and tiny URLs
- More than a poster: Bring meaningful props

