Tips for Effective Poster Design

**Readable** from 4 to 6 feet away
- Smallest font at least 24pt, but ideally even larger
- Headings at least 48pt
- Title at least 64pt

**Organized** logically so that the graphics and text flow
- Leave empty space between sections
- Declutter poster

**Visual appeal** that draws attendees’ attention
- Do not have *only* text
- Include images, graphs, tables, and/or figures
- Use color scheme

**Resources** for follow-up and networking
- 1 pg poster print-out
- Business cards with email
- Make poster interactive (color push pins, surveys)
A Novel Approach to Campus Health and Wellness: The UCLA Healthy Campus Initiative

Example of Effective Poster Design

Live Well is a campus-wide wellness movement with the goal of making UCLA the healthiest university campus in America. [http://healthy.ucla.edu/](http://healthy.ucla.edu/)

### CAMPUS POPULATION
- Live Well includes the entire campus community:
  - ~4,000 faculty
  - ~26,000 staff
  - ~42,000 students
  - ~200 buildings = 17 million ft² built space
  - 419 acres (0.866 km²); smallest UC campus

### CORE VALUES
A “healthy campus” is a place that:
1. Fosters high-level wellness
2. Encourages personal responsibility
3. Respects diversity
4. Strives to reduce inequities in health
5. Is integrative

### PROCESS
- Support and integrate existing health-related groups, programs, and activities
- Use best practices to coordinate new approaches and programs
- Map campus assets and learn from different stakeholders
- Organize community collaborations and facilitate bottom-up approaches
- Host monthly steering committee meetings and area-specific working groups
- Fund and facilitate student projects related to Live Well goals and values
- Develop metrics to measure health and wellness changes
- Maintain a website and other campus communications for resources and events

### CHALLENGES AND SUCCESSES
- Challenges:
  - Cross-campus coordination of large groups
  - Branding and recognition
  - Student turnover and leadership transition
  - Large and diverse campus population
  - Wide range of health disparities
- Successes:
  - Bringing together diverse health groups
  - Practical, action-based projects
  - New data collection and analysis
  - Impact beyond the UCLA campus
  - UC President Napolitano recommendation for a Live Well model at all UC campuses

### KEYS TO SUCCESS
- Organizational integration
- Administration buy-in
- Interdisciplinary leadership
- Including non-traditional stakeholders
- Targeted and adaptable use of resources
- Combination of research and practice
- Collaboration between pods
- Graduate student researcher input
- FUN!

### ACKNOWLEDGEMENTS
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Text is extremely dense, unappealing, and too detailed

Images and graphs are descriptive but uninteresting and hard to decipher without color

Caption is unaligned with image, which suggests an inattention to detail
Final Tips

Resource
www.posterpresentations.com

“How to make a poster in Powerpoint”

Keep asking yourself:
“What is my memorable take home message”?

Be Creative!
Make your poster interactive
• Sticky notes
• Push pins
• Survey questions
• Use QR code for references