

## Poster Printing at UW-Madison

**For WCER projects**, printing is free at WCER Technical Services, Suite 370, Educational Sciences Building, 1025 W. Johnson. *The deadline to submit posters to WCER for printing is Monday, Feb. 13.* Please submit by following these directions:

Send a full-size PDF (not 8.5" x 11") of your file (printing size is limited to 42 inches wide, 46 inches high) and your project information to: [janet.trembley@wisc.edu](mailto:janet.trembley@wisc.edu), or call (608) 263-1662 with questions. Please include the WCER logo on your poster. The logo can be downloaded from [MyWCER](#).

**For projects not funded by WCER**, poster printing is available on campus at several sites for varied fees. Details are available on the [UW-Madison libraries](#) webpage.

**All presenters are responsible for printing, delivery and set-up of their posters.**

### Tips for Better Poster Design

#### Define Focus and Organization

Allow the viewer to quickly assess what your poster is about, how many points you are making and how much work it will be to read more. Establishing visual priority through placement, color and size helps readers identify the most important parts of your poster and your main points. Consider how most of your audience is accustomed to processing information—top to bottom, left to right. Use subheads to make sections clear and break up text. Space created with alignment and groupings can be more effective as a visual break than lines and boxes.

#### Make it Readable

- Pick most legible font options, keep number of fonts low.
- Standardize sizes, indents, bullet style.
- Avoid all caps, italic and underlined type, which are hard to read.
- Consider bulleted lists for portions of the text rather than all paragraphs.
- Use columns because long lines of text are difficult to read.
- Avoid hyphenation and justified type.
- Pay attention to contrast, make sure type is readable on the background. Avoid large amounts of white type on a colored background.
- Print out a small section of your poster at full size and check readability from a distance.
- Print out a copy and ask someone else to look at it and give an honest opinion.
- Use high resolution logos and graphics – 300 pixels per inch is best.
- Try different layouts: Sometimes your content won't follow the usual pattern.
- Consider using more sophisticated software to set up individual graphics or the overall poster, or consulting a graphic designer.

#### Make Other Graphic Decisions Based on Your Content

- Pick colors that complement your subject and each other.
- Use only a few colors to create cohesive feel.
- Apply graphics and fonts to highlight your content, not overwhelm it.

**Additional tips available at the [UW-Madison Writing Center Writer's Handbook](#) or [the Basics of Poster Presentations](#).**