Assessment for Curricular Improvement Poster Exhibit
Best Strategies to Create Effective Posters

The goal of the Poster Exhibit is to provide a professional space in which faculty can share successful assessment strategies, gather ideas for curricular and co-curricular assessment, and network with others.

Content Selection

The first step is to select the type of content and information you want to display in your poster. The poster should include an appropriate amount of material that effectively communicates your purpose, without overclouding or cluttering its visual appeal.

Consider the following questions in selecting your content:

- **What is the purpose(s) of your poster?**
  - Ex: describe an assessment-related process, present results from an assessment project, share experience(s)/insights with assessment, etc.
- **Who will be looking at your poster (who is your intended audience?)**
  - Ex: faculty, administrators, students, etc.
- **What will your audience be looking for (what do you want your audience to look for?)**
  - Balance of detail and brief summaries

Required and Suggested Poster Content

<table>
<thead>
<tr>
<th>All posters <strong>must</strong> include the following elements:</th>
<th>Consider including the following elements:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Title – brief, interesting, and catchy</td>
<td>• Assessment status/background</td>
</tr>
<tr>
<td>• Author(s)</td>
<td>• Key features of assessment</td>
</tr>
<tr>
<td>• Department/Program</td>
<td>process/strategies to present</td>
</tr>
<tr>
<td>• Introduction/snapshot of the program –</td>
<td>• How assessment process/products helped</td>
</tr>
<tr>
<td>number of faculty, number of students,</td>
<td>with program actions/improvement</td>
</tr>
<tr>
<td>number of graduates each year, is it a(an)</td>
<td>• Key insights</td>
</tr>
<tr>
<td>new/established program, etc.</td>
<td>• Who can benefit most from your poster</td>
</tr>
<tr>
<td>• Specific examples/tools that other programs can</td>
<td></td>
</tr>
<tr>
<td>learn from you and implement in their programs</td>
<td></td>
</tr>
</tbody>
</table>

For more content and element suggestions, view our poster templates at http://manoa.hawaii.edu/assessment/poster/index.htm#presenter
Structure and Design

Your poster should be visually engaging – as people stroll by you have a brief moment to capture their attention and draw them to your poster. The key is to make your poster legible and visually appealing, maximizing space and quickly communicating your main/top points.

Poster Specifications

- Must be mounted on a poster board. We supply poster board and pins.
- Maximum size: 52” x 38”

Recommended Software

Microsoft PowerPoint.

Poster Templates and Structure

We encourage you to use our poster templates, which can be found at http://manoa.hawaii.edu/assessment/poster/index.htm#presenter

Guidelines for navigating and using PowerPoint (e.g., adding text and photos, changing colors, removing textboxes) are included within each template.

If you choose to design your poster from scratch, be sure that the structure is clear and follows a logical sequence (i.e., design so that viewers’ eyes naturally follow the flow of information).

Text Suggestions - Font Choice and Size, Line Spacing, Alignment

- **Title**
  - Non-serif fonts (e.g., Helvetica, Arial)
  - **Size:** 72-120
- **Section Headers**
  - Non-serif fonts (e.g., Helvetica, Arial)
  - **Size:** 36-72
- **Body**
  - Serif fonts (e.g., Palatino, Times New Roman)
  - **Size:** 28-48
- Your title font should be larger than the section headers, which should be larger than the body text.
- Use one and a half or double spacing between lines.
- Avoid all UPPERCASE text.
- Text is most legible when it is left-aligned.

Color Palette

- Use pleasantly contrasting colors (e.g., black/dark blue text on a white/light blue background).
- Choose colors that work together and attract, rather than detract.
- Avoid using dark backgrounds – it is best to use white or lighter background.
- Avoid placing isoluminous colors together (dark red on navy blue).
- Avoid using colors that are difficult for individuals with color deficient alleles (e.g., green and red).

Avoid using too many different fonts. At most, use two – one for the title/headers and one for the body.
Graphics (tables, charts, photos)
- All graphics should be relevant and serve a purpose – if included, it should not need accompanying text. Often times, visuals can convey stronger meanings than text.
- For tables and charts, follow the suggestions for text and color above.

Additional Consideration
- Remove specific event information (e.g., title and date of event) if wanting to use/present the poster at other events.