

Engineering Design and Communication

SAMPLE POSTER

Here are some basic guidelines for an effective poster.

TITLE

Make the title easy to read and visible from 10ft away.

Suggested font size: 96pt.

Avoid bland titles.

Be creative!

CONTENT

Use the active voice.

Keep in mind that the poster should clearly describe your project.

Emphasize the problem and the design solution, not the research methodology.

Communicate the unique selling points of the design solution.

Highlight only the major features of the product -- save finer details for the oral presentation.

ARRANGING INFORMATION

Put the information about your product in columns instead of long rows. This allows viewers to easily read a block of text.

Align the blocks of information so the viewer's eye easily follows the downward flow.

Use empty space to separate blocks of information and columns.

Problem:

Current seatbacks lack storage options and accessibility for the driver. Our mission was to redesign for students of all abilities to organize their belongings.

Solution:

When folded down:

- Tilted middle panel** Allows easy access for drivers of all abilities (Universal)
- Removable Lap-desk** Allows students to work on the run
- Versatile Pouch** Provides space to store anything from food to paperwork
- Trash Receptacle** Keeps litter off floor

Our Design

Tilted Panel
Large Insulated Pouch (See Fig. 3)
Lap-desk with handle
CD-Pouch
Head Rest
Kleenex Holder
Trash Receptacle

Fig. 1

Top View **Detailed View of Pouch**

CD Pouch Ice Pack Pouch Pouch for Pencils and Misc. Items
Large Pouch Bag Soda Pouch Sandwich Pack
Lap-Desk

Fig. 2 Fig. 3

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GRAPHICS

Eliminate extraneous labels.

Make all images visible from 6ft away.

Try this general layout:
40% graphics
40% white
20% text

TEXT

Leave margins on all four sides of the paper.

Indicate the hierarchy of information by using appropriate font sizes:
- Headings (36-48pt.)
- Captions (36-48pt.)
- Supporting Details (30-36pt.)

Left-justify the text. Doing so helps to organize the flow of information.

Avoid abbreviations.

COLOR

Use color to emphasize the content, but avoid garish colors.

Leave the poster background neutral. Use white or some other pale subdued color.

Make sure text and graphics stand out clearly from the background.

Remember, an effective poster communicates the essence of your project and its benefits -- all within sixty seconds.