Step 4.
Assess Your Poster

Have someone from your target audience evaluate your poster.

Attracting Your Target Audience

- ☐ If you encountered this poster at a poster session would you stop to look at it?
- ☐ Is the poster directed to the target audience?
- ☐ Is the title of the poster concise and does it stand out?
- ☐ Is the posters subject matter quickly discernible?
- ☐ Is the poster layout visually pleasing?

If you need help attracting your target audience review "Define Your Audience" and "Distill Your Message" page 1.

Delivering the Message

- ☐ If you stopped to look at this poster, would you read the text on it?
- ☐ Is the subject matter presented clearly and concisely?
- ☐ Does the information presented flow logically?
- ☐ Is the text readable in terms of linguistic difficulty/ scientific language?
- ☐ Is the text legible in terms of font choice, size, colour and spacing?
- ☐ Does the title bar include the presenters' names, and the identifier for the school or institution?

If you need help delivering your message revuew "Organize Your Information" page 3 and "Creating Legible Text" page 5.

Creating Visual Impact

- ☐ Are the graphics large enough to be seen from a distance of 10 feet (3 meters)?
- ☐ Are the graphics attractive and relevant?
- ☐ Have legends or captions been used to guide the viewer?
- ☐ Does the poster have sufficient clear space?
- ☐ Are sections clearly defined with adequate space around them?
- ☐ Have items been aligned?

If you need help creating visual impact review "Design for Impact" pages 4-5.