Poster Design Tips

Fonts

The fonts you use can express the mood of your poster but picking fonts that are too crazy will make the poster hard to read and look less professional. You want to use fonts that are clean and easy to read especially for the body of the text. Some common good fonts like this are: Arial, Bodoni Calibri, Cambria, Tahoma, Georgia, Times New Roman. Decorative fonts like Papyrus, Comic Sans , Freestyle Script, Stencil, Wingdings, etc. should be avoided.

You don't want to use too many fonts at once. It's best to pick one or two. For example you might choose a font like Arial for paragraphs, bullets and charts because it's easy to read, then something more elegant like **_Georgia Bold Italic_** for the headings and subheadings.

Generally text is organized into heading, subheading and body text. Each will have a different size and prominence on the poster and this should consistent across the design. The differences should be obvious at a glance. Headings should be clearly more prominent than subheadings and subheadings should be clearly more prominent than the main body of the text.

Proximity & White Space

When things get too close together they appear to be one object. It's generally a good idea to leave a little extra space as a cushion between things. Graphics, logos, images, text columns and other elements should have this space around them and ideally the size of that space is the same throughout the design.

Alignment & Guides

Nothing should be placed on the poster arbitrarily. Every element should have some visual connection to other elements on the page. This makes everything look clean and organized. Using guides in Powerpoint can help with this. You can make guides appear by going to View and scrolling down to Guides and then selecting Static Guides. Guides will appear. Hold the 'Option' button on the keyboard while dragging a guide to duplicate it.

Balance

Elements should look spread out across the poster evenly. Things don't have to be perfectly symmetrical but the poster should appear to be balanced. An easy way to think about this is to picture that all of the elements are hanging from the top of the poster, sort of like a mobile. The poster shouldn't appear to be heavier on one side or another.