

# Poster design

10 common mistakes

# 10 - size is important!

Body text is too small



# 9 - proportions

Title

Authors

Body text



# 8 - margins

Let it breathe  
Don't hug the frame  
Check all sides



# 7 - logic

Recognisable structure

Clear reading order



# 6 - line length

Optimize, or use columns

Aim for 45-75 characters



# 5 - image text

Labels

Axes and units

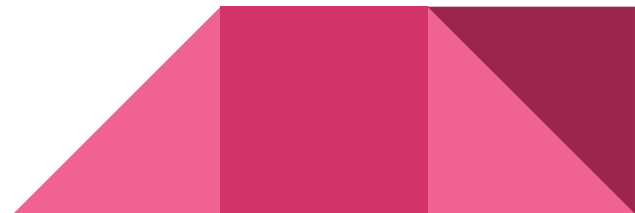
Caption or title



# 4 - original ratios

Don't squash or stretch

Use the corners to resize





# 3 - collage effect

Transparent background = perfect integration



# 2 - backgrounds

Solid colour preferable

Images or gradients require **contrast checking**



# 1 - harmony

Align and distribute

Avoid blank spaces

