ACADEMIC POSTER PLANNING WORKSHEET

1 Define audience
Where are you presenting? Are you speaking alongside your poster or will it stand alone? Who will your audience be? How much do they know about the topic?

2 Define content
You know a lot about your topic, but you won’t be able to get all that onto your poster. You will need to decide what information to showcase. What content must you include? Rank each item in importance.

3 Think out visuals
What visuals do you already have (maps, photos) and what visuals can you create (graphs, charts, graphics)

Chat us at library.unc.edu/house
Drop-in help available at the front desk of the UL:
M-Th 9am-10pm | Fri 9am-3pm | Sat 1pm-6pm | Sun 1pm-10pm

DESIGN LAB
HOUSE UNDERGRADUATE LIBRARY
Draw it out

Think about how you’d like your poster to look. What type of layout might work well? What are the important focal points of your poster? What do you want people to see from far away? From up close?

Examples:

☐ I’ve used 2-3 colors consistently
☐ I’ve used color to draw attention to important items
☐ I’ve used visuals with each section of my poster
☐ I have used text sparingly to contextualize my visuals
☐ My text is readable both in color and size
☐ My sources and images are cited
☐ I’ve aligned elements to balance my poster
☐ I would want to read my poster!