# Posters: Matching Content and Layout

## Contribution

What interesting contribution(s) does your project make to knowledge? Try to write it in one sentence, or a few bullet points:

…………………………………………………………………………………………………………………..

Think about what you would like your audience to remember about your project:

* Is it a problem-solution study?
* Is it the applications of a new technology or process, or a new combination of these?
* Is it the scope of a current or future problem?
* Is it a contrast? (old vs. new / before and after / technology A vs B)
* Is it a cost-effectiveness study?

## Choosing a layout

Choosing an overall layout appropriate to the main message you want to get across is the most important step.

**Think of a quilt**

It's big and rectangular, and right away you notice a pattern. Similarly, a poster should have a suggestive arrangement of communication areas.

|  |  |
| --- | --- |
| http://www.owlnet.rice.edu/~cainproj/images/image1a.jpgLeft-to-right flow in vertical columns | http://www.owlnet.rice.edu/~cainproj/images/image1b.jpgTwo fields in contrast |
| http://www.owlnet.rice.edu/~cainproj/images/image1c.jpgLeft-to-right flow in horizontal rows | http://www.owlnet.rice.edu/~cainproj/images/image1d.jpgA centred image with explanations |

This is the most challenging part of design: matching the physical pattern of the layout with the intellectual pattern of your main message.

**TASK: Get some paper and roughly sketch out 3 or 4 different layout designs. Make sure you note what your section headings will be, and what your figures/visuals will be. Show them to your partner and get some feedback on the clarity, flow and attractiveness of the different designs.**