

IN-PROCESS POSTER INSPECTION

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These in-process missteps frequently cause problems for poster readers/viewers.

- **Check parallel structure** in headings/subheadings and in bulleted lists (e.g., all verbs or all nouns).

| ORIGINAL | SUGGESTED REVISION |
|---|---|
| Background <ul style="list-style-type: none"> • 4600 health kiosks throughout the country, mainly in retail stores • Provide free biometric screenings and clinically valid health assessments | Background <ul style="list-style-type: none"> • 4600 health kiosks throughout the country, mainly in retail stores • Free biometric screenings and clinically valid health assessments |

- **Check alignment.** Do NOT center blocks of text or captions. Headings can be centered but do not need to be centered. Do NOT use fully justified text; use left justification. Check alignment of adjacent boxes.
- **Check spacing and chunking.** Make sure to have a small, visible margin between the edge of box (or rule) and text. Headings and subheadings need to be closer to the related text/visuals than to the preceding (and unrelated) text/visuals. Make sure each label is chunked with the appropriate visual.
- **Check spelling** (e.g., avoid careless errors such as *lose/loose*). Be consistent with US (not UK) spelling (e.g., *ACKNOWLEDGMENTS* in the US, and *ACKNOWLEDGEMENTS* in the UK).
- **Check punctuation:** Put periods at the end of sentences. Omit gratuitous colons. Omit gratuitous underlining.
- **Check bullets.** Use hanging indents. Set defaults to have one character space between bullet and initial letter. Do NOT use a bullet for a single item (see example below.)

| ORIGINAL | SUGGESTED REVISION |
|--|---|
| Chassis <ul style="list-style-type: none"> • For this prototype, a continuous track design with suspension was chosen because of the advantages for power efficiency and navigation of rough terrain | Chassis. A continuous track design with suspension enables power efficiency and navigation of rough terrain. |

- **Check capitalization** for consistency (not *Client goals* in one place and *Client Criteria* in another place). Do NOT capitalize words that are not proper nouns (e.g., malaria doesn't needs to be capitalized)—that is, do not use initial caps for emphasis.
- **Check visuals** for labels, focus, size of individual visuals, relative size of a series of visuals, spacing between visuals, placement, and alignment.
- **Check poster font** (including title) so that it's a formal serif font or sans serif font, not an informal style—unless you have a good reason to flout the convention. Check that the same font is used for text that performs the same function. Specifically, the explanatory text in all the sections/boxes should be the same typeface, style, and size. Do not mix typeface, style, and size for fonts that serve the same function.
- **Check hierarchy sequence.** Here's one sequence of headings that works.
 EXAMPLE of **Level-1 Heading** (NB: Large size. Boldface.)
 EXAMPLE of **Level-2 Heading** (NB: Same size as body text. Boldface.)
 EXAMPLE of *Level-3 Heading* (NB: Same size as body text. Boldface. Italics.)

- **Check wording** to eliminate grammatical expletives:

| ORIGINAL | SUGGESTED REVISION |
|--|--|
| There are currently 4200 towbars consisting of 12 different styles. (10 words) | Airlines use 12 categories of towbars, totalling 4200 different designs. (10 word. More direct.) |
| There is no effective way for WestRock to test and improve upon existing valve designs. (15 words) | WestRock has no way to test/improve existing valve designs. (10 words. More direct.) |

- **Check order of names**, usually in alphabetical order by last name—unless you're signaling the amount of contribution to the project, in which case not using alphabetical order sends exactly that message (except for clever acronyms).