

## GUIDELINES FOR POSTERS

### GENERAL

- The poster must have a clear title.
- The student number, surname and initials of the author or authors should appear in alphabetical order in the bottom right corner of the poster.
- The wording of the content needs to be chosen carefully to keep it brief.
- The written text can be hand-written or word-processed.

### DESIGN GUIDELINES FOR VISUAL IMPACT

The following are guidelines to consider in the visual design of your poster, and are prompts to help you think through the visual choices that you make and how these impact on your desired message.

#### ***Macro Organization of the Poster and Coherence of Messages***

- Make sure the different sections are linked in a logical way. Visual organization leads the eye through the poster in a certain order. It also shows the relative importance of different aspects of the poster.
- Plan an uncluttered display that makes it clear to viewers whether they are to read across the 'rows' or down the 'columns'. Make labels on graphs and diagrams run horizontally.
- ***Emphasis***: the goal with emphasis is to make one component of the visual stand out from the rest. This should be the portion of the visual that is the most important.

#### ***Micro Organizational Considerations***

##### **Colour**

Using colour is one way of attracting attention. Colour can communicate in many different ways. It can add to realism or it can be symbolic. It can be purely decorative, or chosen for its visibility. It can also help to lead the eye through a design. You can also use colour for subheadings, for example.

##### **Font**

The look of words, typography and calligraphy: size, shape, lightness, boldness of written and printed words affect the feeling conveyed by the message, as well as the legibility. The visual shapes in which the text is printed also affect the legibility and meaning.

- Use lower-case (small) letters wherever these are usually used. Do not write the whole text in capital letters as text consisting of capitals alone is much less legible, even at a distance, than an initial capital plus lower-case letters.
- The text has to be readable from a distance of about 1 metre. Use font 14, and keep text to the minimum. Point form is also more readily accessible to a viewer.
- The fonts for the headings need to be consistent.

**Western Cape College of Nursing**

**MARKING CRITERIA FOR POSTERS:  
Nature of Nursing in South Africa Today**

**Content**

- Sufficient for the task
- Relevance to the question around the nature of nursing in SA
- Relevance to audience
- Understanding of concepts
- Application of concepts to the context of SA nursing
- Logical and coherent argument

**Presentation of poster**

- Macro-structural issues (visual organization)
- Micro-structural issues (colour, fonts, etc)
- Headings
- Neatness
- Clarity of expression