

# NAVIGATING POSTER DESIGN

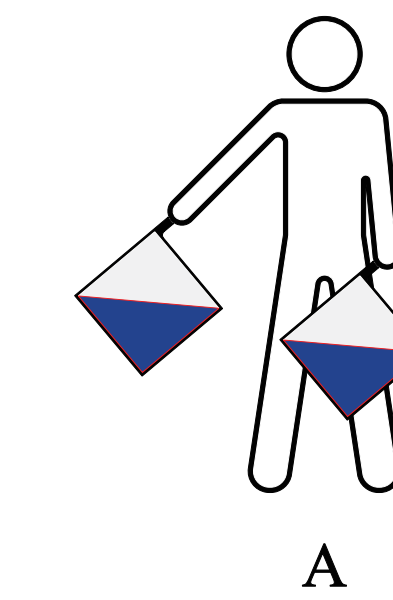
**ANCHOR** your SoTL  
story in a poster using  
*TL/* Design Principles.



For more information,  
scan the QR Code.

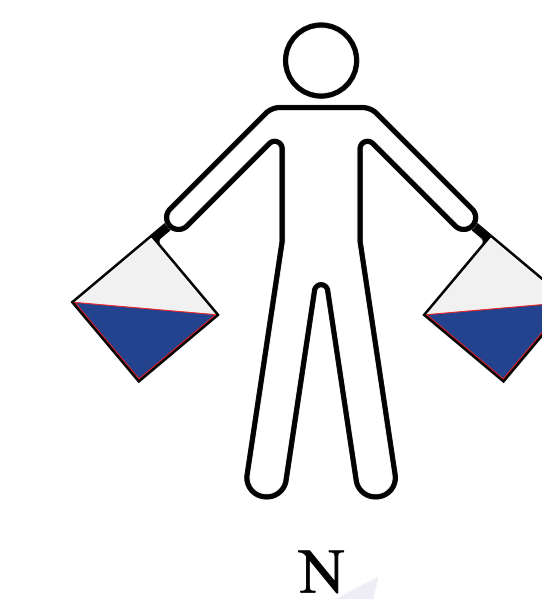
# IN THE SEA OF SOTL

Go public with your SoTL research in new ways. Think visually and expand your scholarly communication skills with the following guidelines grounded in scholarship and design principles. Together, they let you tell your SoTL story concisely and visually.



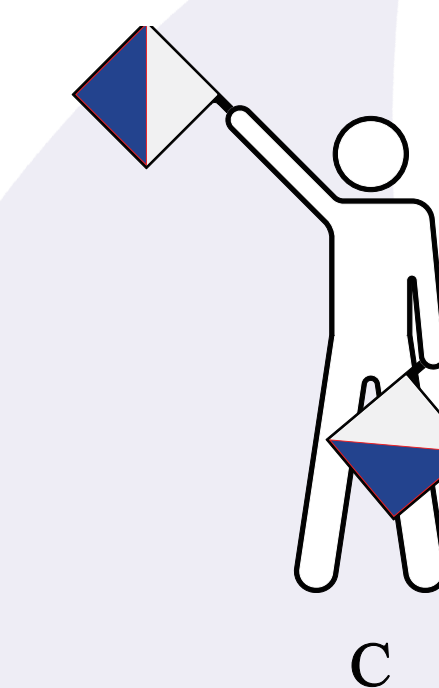
## AUDIENCE

Know your audience. Tell a compelling story that SoTL scholars around the world and across disciplines will understand and remember. What do they need to know? What do you want them to consider in their own contexts?



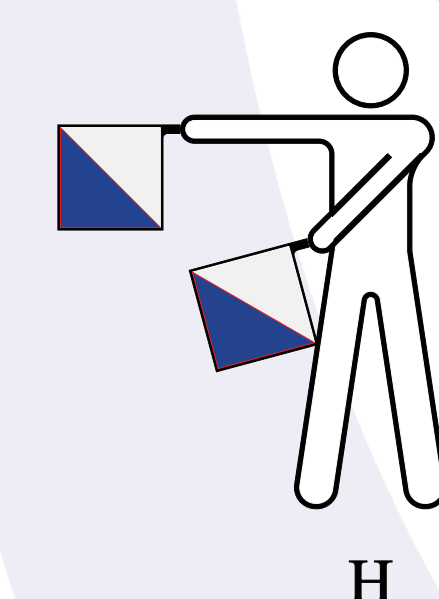
## NECESSARY

Embrace “less is more” by removing unnecessary clutter, tangential asides, and the urge to comprehensively include every detail. Be intentional, selecting only what is necessary to tell your SoTL story.



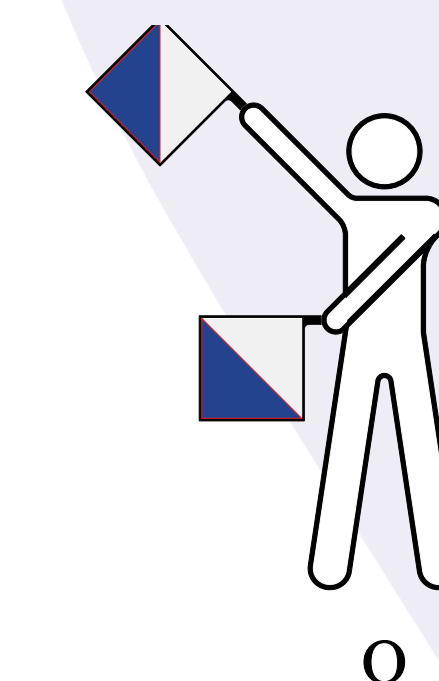
## COMMUNICATE

Tell your scholarly SoTL story clearly and concisely. Highlight key elements and provide a link or QR code with additional information. Introduce the research, context, process, and key findings in the abstract and connect your work to current SoTL literature.



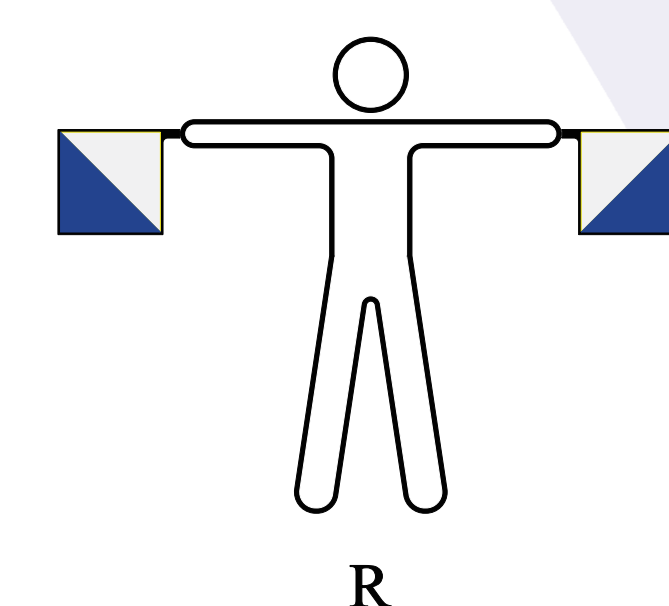
## HIERARCHY

Imagine three viewers: 1) The viewer across the room who sees the top-level message; 2) The viewer passing by who sees the shape of the story; and 3) The viewer next to the poster who reads all of the text. What is important for each?



## OPTICS

Use color, typography, layout, and blank space to communicate visually. Use text sparingly (at least 24-point font) and only two font families. Represent content with diagrams, infographics, photographs, charts, word clouds, or speech balloons.



## REVIEW

Before “going public” with your scholarly poster, ask colleagues for feedback. What story does the poster tell? How well does it ANCHOR the story in the above design principles? Be open to editing visuals, layout, and words.