Research Program

Poster Checklist

This checklist is produced to help people creating a poster for MDT's Research Program. It mirrors MDT's poster instructions. Use this checklist to make sure the final poster is ready to hang in MDT Headquarters.

This checklist also serves as a tool to communicate to a researcher why the poster is being turned back for edits/updates (as needed).

The goal of the poster has met the following:
☐ Attracts attention.
☐ Offers a clear overview of research project.
☐ Provides enough material to explain the research without an oral explanation. AND
☐ Initiates discussion and questions without overwhelming the audience.

Poster size and orientation:
☐ 36" by 48" for MDT use.
☐ Landscape orientation is preferred.
☐ Sizes may change based on venue (AASHTO RAC or TRB). But these needs are based on the research project being selected by AASHTO RAC as "High Value Research".

Content is **simply** presented:
☐ The poster is a visual communication tool, not a manuscript. The viewer should be able to easily identify the primary concepts of the project without wading through a lot of text or complex formulas.

☐ Simple language used. Avoid jargon and acronyms.

☐ Three to four main points or concepts are communicated.

☐ Text is presented in bullets or small chunks broken up by subheadings.

☐ Present information in columns. Arrange material in a logical sequence, from left top to bottom right.

☐ Offer a balanced mix of text and graphics. Too many words will result in people glossing over or simply bypassing your poster. A good rule of thumb is 50% text, 50% graphics and photos. The template is set up with three areas for graphics.

☐ Simple graphics. Charts, drawings and illustrations should be limited to a 2-3 color palette at a resolution of at least 300 dpi. Visuals should be large enough to be comfortably read from 3 feet away.

☐ White background with black text used. Graphics should similarly provide a stark contrast to be readable.

☐ No change to format based on instruction provided on template by MDT.

☐ Provide author name(s), organization logos and/or other acknowledgements to give credit to those who have done the work.

☐ Complete acknowledgements and provide up to 3 references in the lower right-hand corner.

☐ Provide alternative acceptable format information. This information is presented on the template and should not be changed.

☐ Text MUST be:
    Font: Arial
    Headers: 44–54 point
    Text: 24 point

☐ Colors used in graphs or tables comply with MDT's branding guidelines.