

Designing Inclusive Posters

Poster Design

1. **Contrast:** Make important elements stand out from one another.
On your poster, this may look like:
 - Varying text size (using a larger text size for your title and headings and using a smaller text size for your body paragraphs and captions)
 - Using colours in strategic ways (using light text on dark backgrounds or dark text on light backgrounds)
 - Using shapes (rectangles, circles) to help make information stand out
2. **Repetition:** Repeat visual elements so it feels like everything belongs together
On your poster, this may look like:
 - Applying your design style for each section consistently across all sections
 - Using similar styles of graphics and images across the poster
 - Repeating the same colour palette
3. **Alignment:** Make sure every element on your poster lines up with another element.
On your poster, this may look like:
 - Left-aligning the body text in each section (easiest to read)
 - Left-aligning or center-aligning your headings, sub-headings, and images and repeating this consistently across your poster
 - Making sure the edges of each section align with other sections, where applicable (look at the top edge, bottom edge, left side, and right side)
4. **Proximity:** Place related things close together, place non-related things farther apart.
On your poster, this may look like:
 - Placing captions near the images
 - Increasing the space between sections to show they are separate

Poster Accessibility

1. **Font**
 - Use one or a maximum of two typefaces (fonts)
 - i. An example of two typefaces is using a sans-serif font (e.g. Arial) for the title and headings and a serif font (e.g. Times New Roman) for body text
2. **Colour**
 - Be sure colors have sufficient contrast between the foreground text and background.
 - i. [Webaim Contrast Checker](#)
 - Do not use color alone to convey meaning. Relying on color alone to communicate information causes barriers for colorblind and low vision users.
 - i. In our bar chart example we used different patterns as well as color to relay information
3. **Images**
 - Be sure to use high quality images and place them in sequence of the text they are representing.
 - i. [TRU Intellectual Property Office Free Images](#)