Scientific Poster
The fast check/evaluation list

The Visual	- Can it draw attention, from a distance – in a glance (via headline + graphics/illustration)
	
	- Aesthetics:
	      Balance
	        Use of colors
	          Choice of fonts
	- Construction:
	      Is all required ”chapters” present , ”the distribution” ok ?
	      How ”heavy” is it ? (amount of information)
	      Relationship text/graphics/tables?
	      Can it be ”consumed” in 3-5 minutes?

The Text	- Is it understandable?
	    - Overload of unexplained technical terms?
	    - Does the text-string lead You through?
	- Long, hard to read - sentences?
	    Obese sentences, Does the sentences ”Guide”
	    the reader ? (Context – new info)
	- Hard to find the subject? (passive voice + nominalizations)
	
	Less is more: Could it be shorter? Could text be substituted by illustrations ?

The illustrations (figures, tables, photos etc)	- Are they understandable/readable ? - What's their function : draw attention, underline importance, show what would require many words, purely routine…? - Do You miss any ? *Less is more*: Fewer ? Simpler ?
Audience/ Target group	- Who is the poster targeted? (The inner circle, circle 2-?) - Could the producers have made a different decision? How?
Message	- Is there a clear message (as experienced by the target group)? What is it? - Where is it ? - Is this message also the intended message? - Are there to many messages?

And finally: Is the presenter still a member of the tribe? Is the poster produced according to the rules?