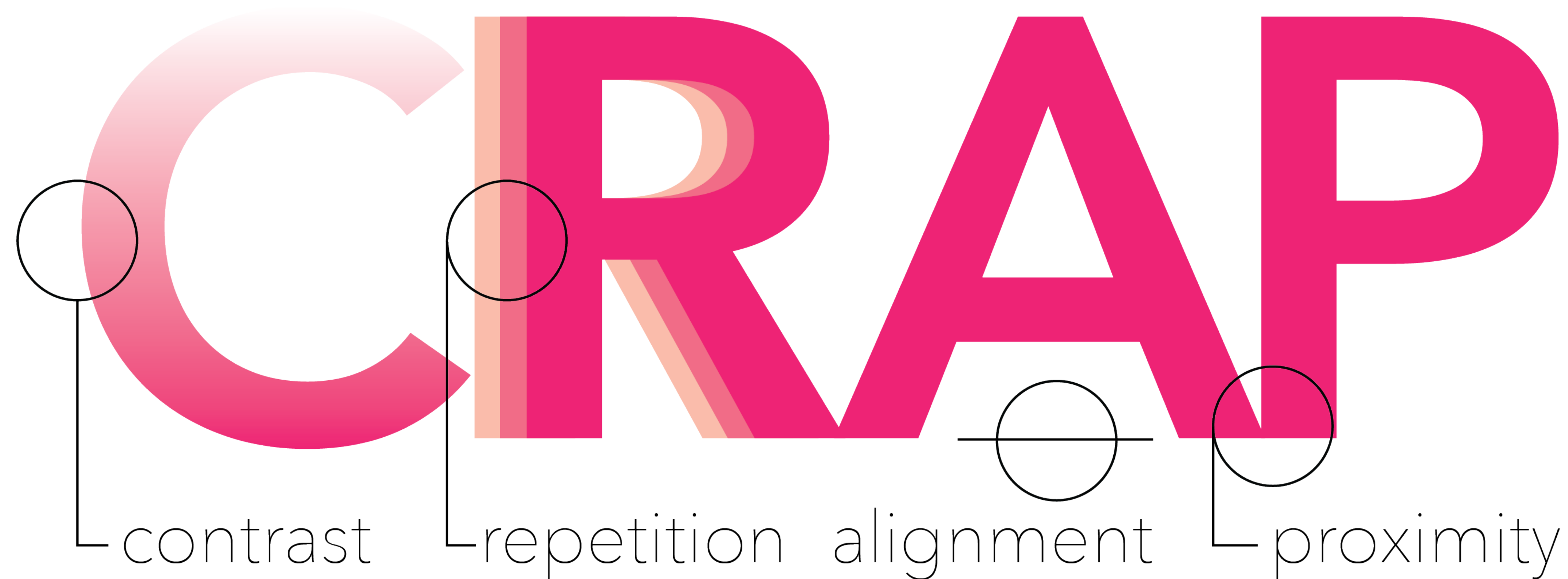


# This poster uses



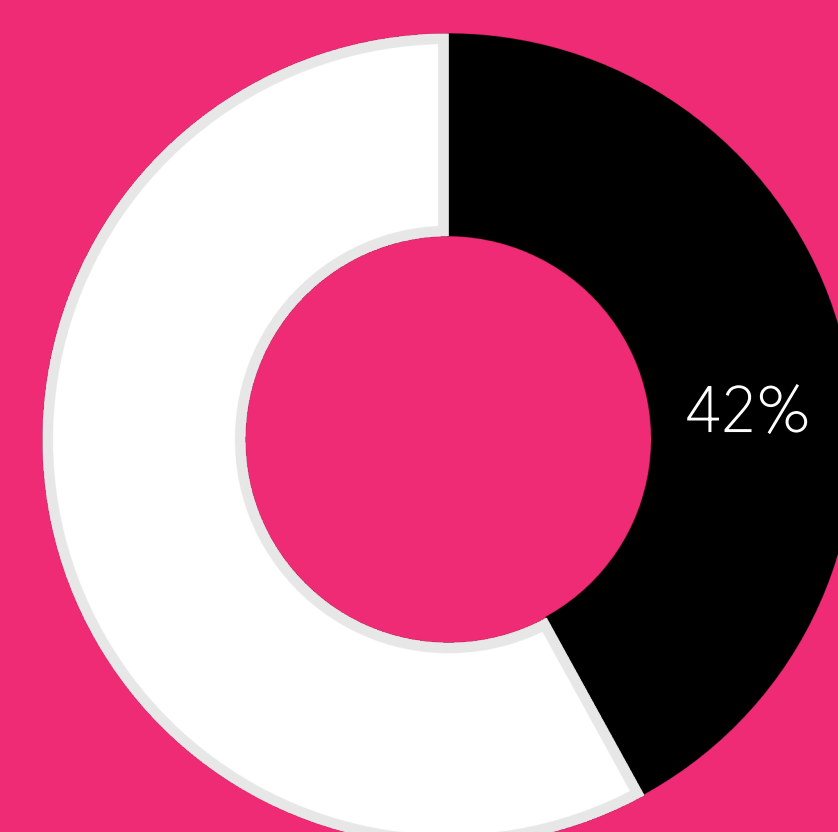
# to make its most important idea stand out.



designlab.wisc.edu

1-minute review of 142 posters at a professional society national meeting

(G.R. Hess, 1999)



42% Main points not identifiable

CRAP helps you highlight your main points.

Magenta: EE2B74

Cyan: 00B5CC

## contrast

 in color, weight, font, size, etc. focuses the eye on one element over another, and can communicate a hierarchy of information.

**Examples:** Size 138, bold, white header ("contrast") differs from size 54, thin, black body text and size 32 text of these examples; larger, white title area draws attention before this smaller, magenta sidebar.

## repetition

 of color, shape, texture, fonts, placement, etc. unifies the poster through consistency.

**Examples:** Each section in this sidebar repeats the same 3 styles of text; each entry in the sidebar is consistently spaced 1.5" apart; font is the same throughout the poster (Avenir Next and Ink Free).

## alignment

 of objects directs the flow of your viewer's gaze.

**Examples:** All elements in this sidebar are left-aligned, and all elements in the white section are right-aligned, so your eye catches an "invisible" line to guide its flow from top to bottom.

## proximity

 of objects can be close to communicate a relationship between the objects, or far to communicate their distinctness.

**Examples:** Each entry in this sidebar has a header, body, and examples section close to one another, visually creating a group.