



Succeed with a poster!

With a poster you can

- **introduce the main points** of your topic concisely and effectively
- **attract** audience and engage people in discussion

A good poster is

- **focused**
 - identify your main message and create a poster that supports that message
- **visual**
 - let pictures, graphs and images tell the story, avoid too much text
- **logical**
 - make use of gravity in structuring your poster: remember that an eye moves from top to bottom, from left to right

ETHICS AND YOUNG CONSUMERS: 14
An appeal to parents everywhere...

Products

Marketing strategies

- Colours, collectables
- Celebrities, photoshopped models, sex, beauty
- Pester power
- Anything to make the product appealing to young people

Consequences

- Rising obesity, heart disease, diabetes
- Self image problems
- Eating disorders
- Kids forced to grow up too fast
- Social exclusion
- Peer pressure
- Multiple addiction problems
- Depression, psychological conditions

Future

- Problems become more and more common
- Costs: For the individual, the state and society in general
- Changing social and ethical norms
- Ethical standards fall further

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Annotations:

- Remember: a picture is worth a thousand
- Come up with a clever title to clearly indicate your topic and to attract audience
- Create clear and effective titles to guide the viewer
- Use white space to separate different sections to make it easier for the viewer to get the big picture
- Use clear bullet points; not too much text
- Identify group members clearly
- Acknowledge the visiting lecturer (and other contributors)

More examples and useful tips

Hess, G.R., K. Tosney, and L. Liegel. 2013. Creating Effective Poster Presentations

- A [web page](#) full of useful tips
- A [Quick Reference](#) guide
- A [YouTube video](#)

Questions? Contact anne-mari.raivio@metropolia.fi

Good luck with your poster shows!