This title provides a vivid image of the purpose of the research (“green oil well”) and is therefore quite catchy.

The section titles in this poster are very minimalistic which works well with the prominent images. However, it might be more powerful to avoid acronyms like “CBS1 Unit” and instead use a more descriptive title such as “Hydrothermal liquefaction reactor as used in XY lab at YZ university”.

The clever use of this dynamic arrow guides the reader through the poster while providing information on the illustrated process. It could have been reused going from the center to the bottom panel.

The most important figure is located in the center and draws most attention. This poster was designed for a non-specialist audience and illustrates new technology rather than concrete results.

The bottom section highlights the broader impact and applications of the research. The colors in the figures match the colors of the logos which makes a very professional impression.

A dark background color is an unusual choice as it needs more ink to print (higher costs) and might generate white edges if not trimmed appropriately after printing. For this poster, however, it works well with the color scheme of the figures and offers good contrast in particular for the important center figure that does not provide a lot of color.