

Slide 1



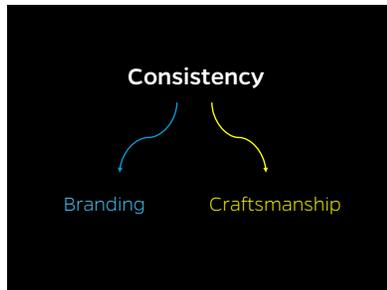
This presentation will discuss how to Design Effective Poster Presentations with an understanding of a few design principles. Design Principles are conscience decisions made to present a product in the best light. Why consider design? Because it can legitimize your presentation and make it more memorable. Many of the principles that I will describe can be interchanged across different types of media and throughout this presentation I will cite specific considerations that concern Poster creation.

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Being consistent with the design in your presentation adds 2 qualities to your presentation;

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It gives the sense of a branded presentation which can make it memorable

And craftsmanship makes it clear and professional.

First, let's talk about branding consideration which is where the creativity lies. It all starts with establishing design "rules" in your presentation.

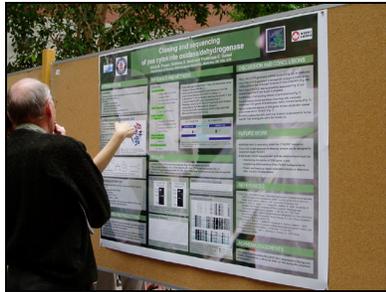
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Font	Borders	Bullets	Background
AaBbCc	—	• ...	■
AaBbCc	—	• ...	■
AaBbCc	—	• ...	■
AaBbCc	—	• ...	■
<b>AaBbCc</b>	—	• ...	■
AaBbCc	—	• ...	■
AaBbCc	—	• ...	■
AaBbCc	—	• ...	■

And again branding is important to keep the look of the poster consistent and memorable.

You can choose a variety of elements but make sure you don't lose sight of the big picture

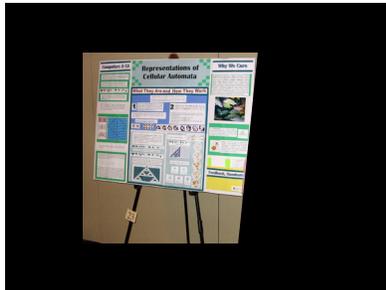
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Good

- Consistent headers
- Consistent colors
- Consistent font choice

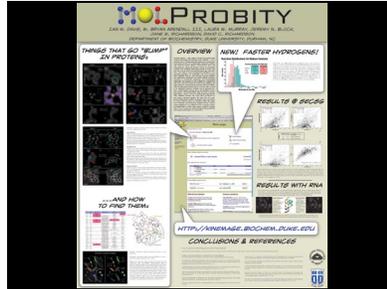
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Bad

- Not much consistency
- Layout is jumbled or cluttered

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This is an example of a poster that uses memorable elements  
But the use of memorable elements has to be used wisely. Here you can see that the Overview section is a little hidden.

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With poster presentations, you only have one very large display so you have to make it look professional, which brings us back to craftsmanship.

Good craftsmanship shows that you care about presenting your subject in the best light and that you should be taken seriously

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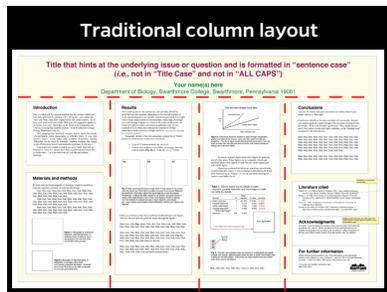
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In a poster presentation you will have designated sections that orient your reader to your content.

The sections of the poster (abstract, intro, results, conclusion, etc) act as a way for a viewer to be guided through your presentation sequentially.

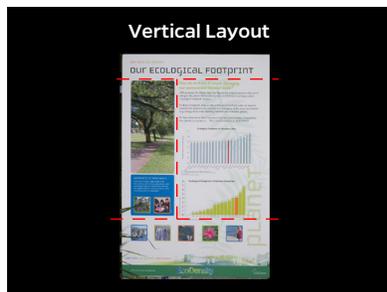
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The traditional column or grid layout is a universal approach that can bring a sense of flow for your viewers.

Viewers can start from the left and progress thru your content by reading to the right.

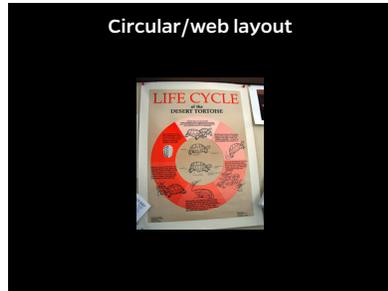
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Sometimes a vertical layout is required for an event.

You can still make use of a column layout but perhaps you can use an additional row or two to add supplemental content.

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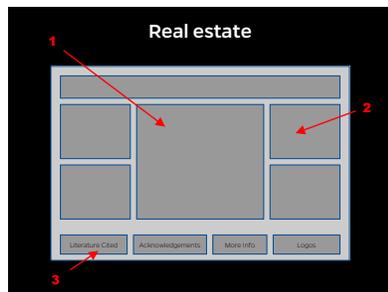
This can be an eye catching unique approach but it depends on your subject matter.

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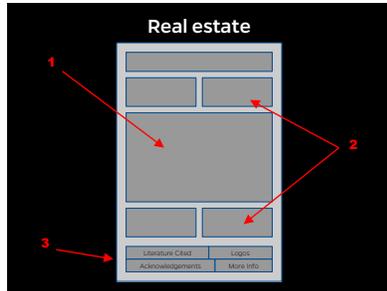
The grid doesn't have to be visible, but this can be a more challenging approach since aligning and organizing content in a logical way could be tricky

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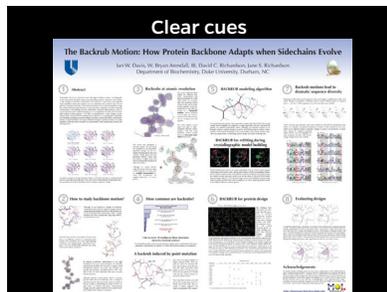
Setting a focal point in your layout can be useful in giving the most space for your main points. In this case, center view is the prime real estate for your main analysis  
2<sup>nd</sup> is the intro, conclusions, materials, etc.  
The acknowledgements and logos can be placed out of the way on the bottom.

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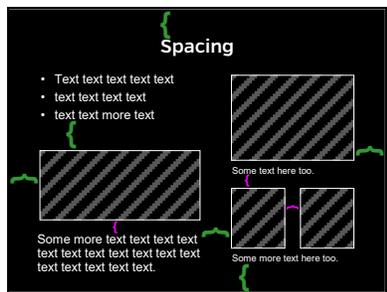
With vertical layouts, the center can still act as a focal point for your main topic.

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Visual cues can help guide a viewer through the content. If you find that your content doesn't happen to be balanced enough to fit within a perfect grid, then using numbers or letters can help keep the viewer from getting lost in your research.

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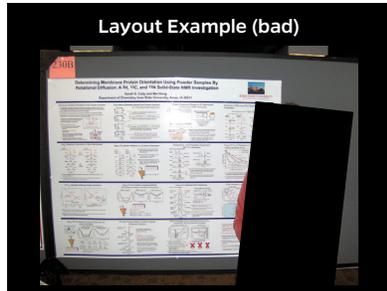
Be mindful of the empty space between content items to ensure that your sections align well in your poster. This adds to a poster by giving it a clean and organized look

Here the vertical space units size are all the same. That unit size is reused for the top and bottom margin giving us a frame for the slide.

Here we see 1/2 of the unit size used to separate the content items vertically. We can also see that smaller spacing unit reused to separate two images.

Content that is close in proximity to other content, makes it appear that the content should be related. By using more space to separate the content items, you can make subsections or new sections altogether. Visual Hierarchy plays a role here.

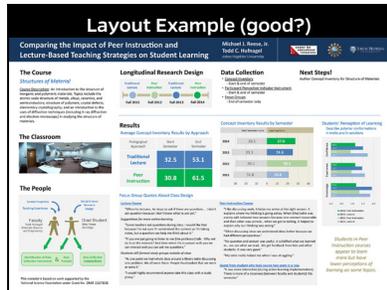
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Whats wrong here?

- Horizontal grid doesn't work well
- No visual hierarchy
- No focal point

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Good or bad?  
Somewhat good

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Use as many interesting images you can get your hands on.  
Despite how interesting your research is, images will always be the first thing that is seen by a passerby.

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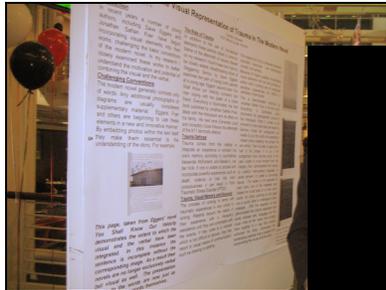


A picture is worth a 1000 words.

Your graphics will attract attention

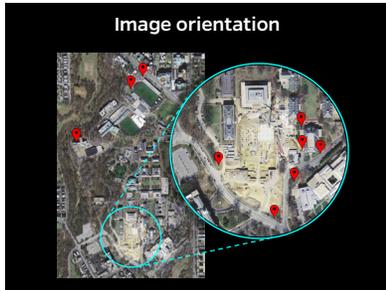
Altho images should be large enough to dicipher from 6 feet away

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What's missing here?

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You can use tricks if the image is too detailed to be as large as you want it.

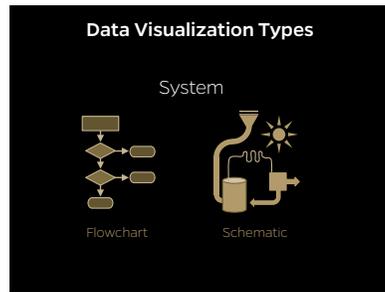
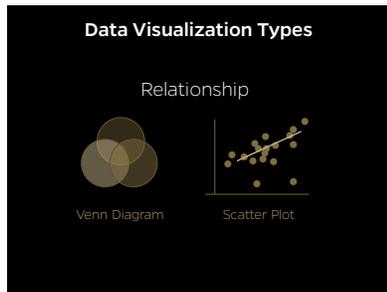
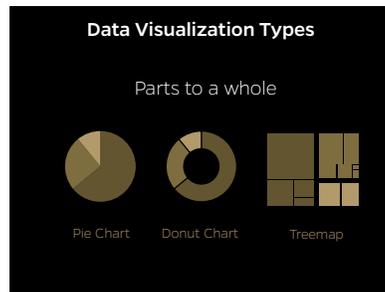
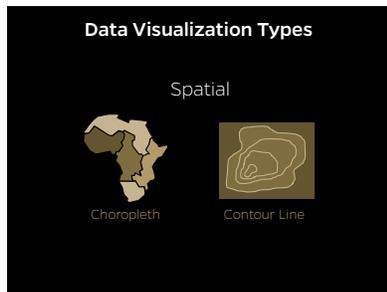
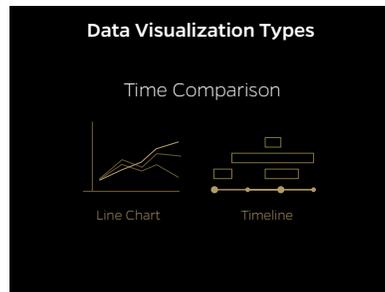
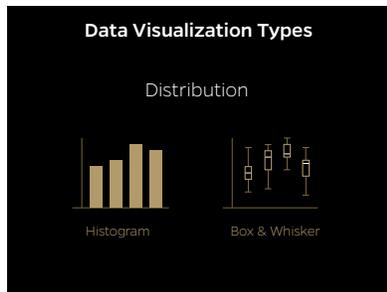
This will help maximize your space for more materials.

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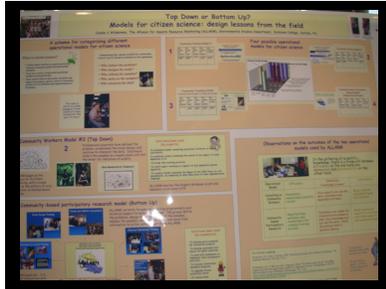
Edges of an image can blend into the background. To clearly define the edges of an image, add a border or a shadows will also work well. Images with clearly defined edges, whether it has a border or not, look nicer and will align better within your layout.

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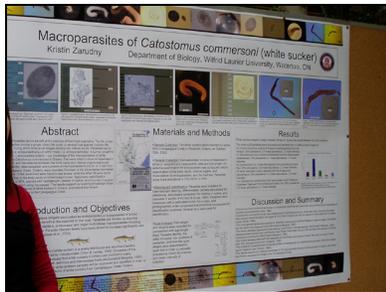


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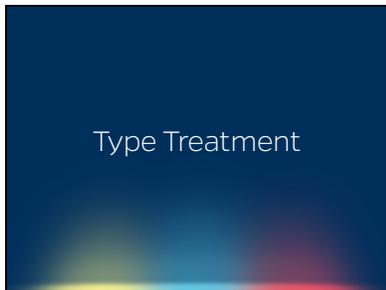
What went wrong

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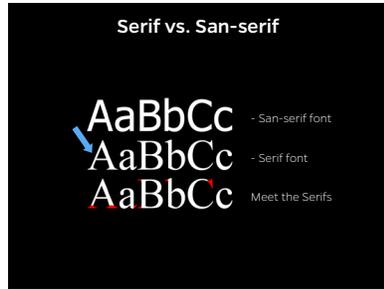
What's good here?  
What might not be so good.

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Type treatment can help bring emphasis to your content and set the tone.

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2 main types of font faces, Serif and San-serif.

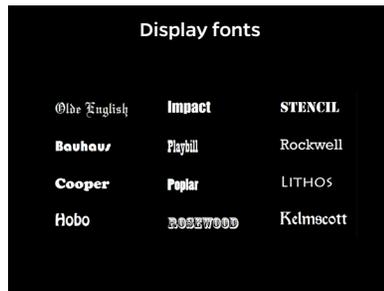
A serif font has little graphic shapes found on the ends of the letters called Serifs, and they are the distinguishing feature of a serif font. San-serif fonts are essentially fonts that don't have serifs.

Serif fonts typically have a more classic or old-fashioned feel to them because the serifs give the appearance of a chiseled edge.

On the other-hand, San-serif fonts have a more modern look and are usually easier to read at a distance since they don't have the graphical complexity that serif fonts do.

Another thing to look for with Serif fonts is that most of the time have thick and thin elements which again makes it harder to read at a distance (some San-serif fonts do too).

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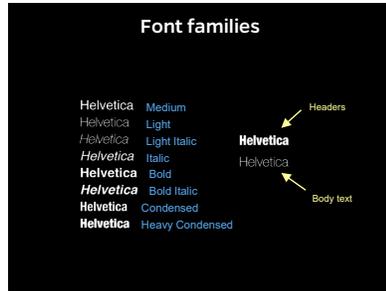
Beyond those two font types, another type to consider is what is referred to as a Display Font. These fonts can either be Serif or San-serif but are uniquely shaped to stand out from body text and emote a specific tone in your content. It's clear that some of these examples feel very exciting, or dangerous, or even hokey. The thing to keep in mind with these fonts is to use them sparingly as titles or headers to express something in your content, never use them for body text.

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Here are a few examples of well-known fonts and their variations which are referred to as Families. It is best to choose a font that has a variety of options in its family so that your presentation can have a consistent look. Using too many different fonts can make your presentation could look unprofessional. Thankfully if you stick with one font family, you will have a better chance at having a consistent look.

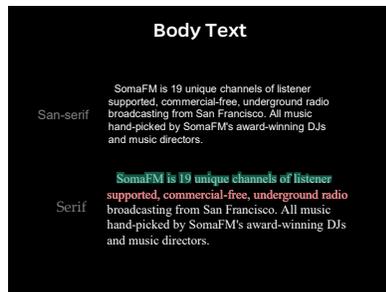
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Take for example this font called Helvetica. Helvetica has a large amount of variations such as Medium, light, light italic, italic, bold, bold italic, condensed, heavy condensed, just to name a few. You can see that each of these variations are slightly different but they still possess the same letter-face structure that is distinctive of Helvetica.

When choosing a font like this, you can consider using a variations like Heavy Condensed for your eye-catching headers and Light for your body text and the presentation would maintain a consistent look.

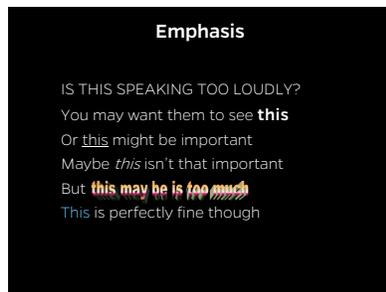
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Interestingly, newspapers and novels typically use serif fonts for printed text. This is because serif fonts can be easier to read in large amounts because our eyes can pick up the unique shape of the word to identify the word faster than observing each individual letter.

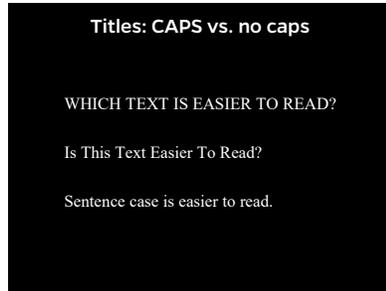
Since your poster will likely have a narrative, you can consider using serif font with your body text so that it is more comfortable for your audience to read. Then you can reserve the use of a san-serif font for titles and headers so that they stand out from a distance.

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Use emphatic type treatments to attract your audience to content. It helps to add to the visual hierarchy for headers and titles

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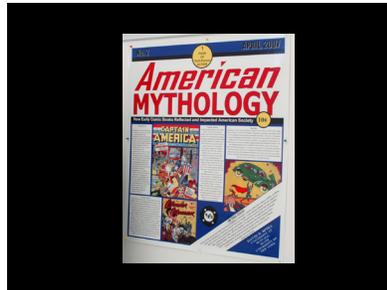
All caps and capitalizing the first letter in titles make the titles a little hard to read. In a poster presentation, typically the audience will glance at a title and if using capital letters in a line of text, takes the viewer slightly longer to read.

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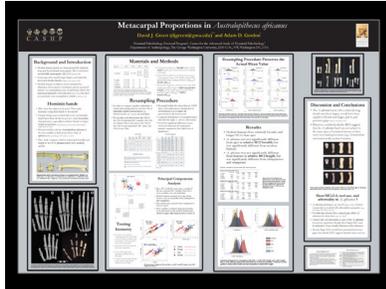
-varied use of font makes sense here because of the layout theme/style that was used.  
-font choice for "BIOBLITZES" is hard to read but its treatment is interesting enough to elicit attention.  
-title is short and sweet

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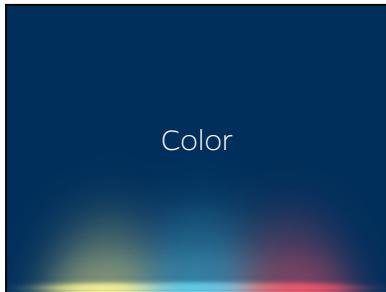
-nice vertical layout that mimics its subject  
-eye catching title (short and sweet)  
-the columns aren't consistent tho.

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- This example has a nice header that uses different type treatments to generate a hierarchy of info that effectively breaks the header down into bit-size piece.

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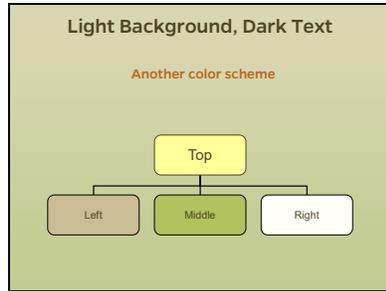
Just as with type treatment, color can help attract attention to your content.

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Dark colored backgrounds use a lot of ink when printing and can slightly bleed if printed on lower quality paper. Not too much a concern

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Light background are more common.  
Be sure to keep the contrast high between for the text and the background.

Use more muted (less vivid) colors in your presentation because it can work well for design elements, such as text backgrounds, borders, etc. and looks more sophisticated most times.

If you squint your eyes and content is hard to see (like Left and Middle boxes here) then it is time choose more contrasted colors.