



MASTER IN CITY & TECHNOLOGY
DIGITAL TOOLS AND BIG DATA
2020/2021

FACULTY DIEGO PAJARITO

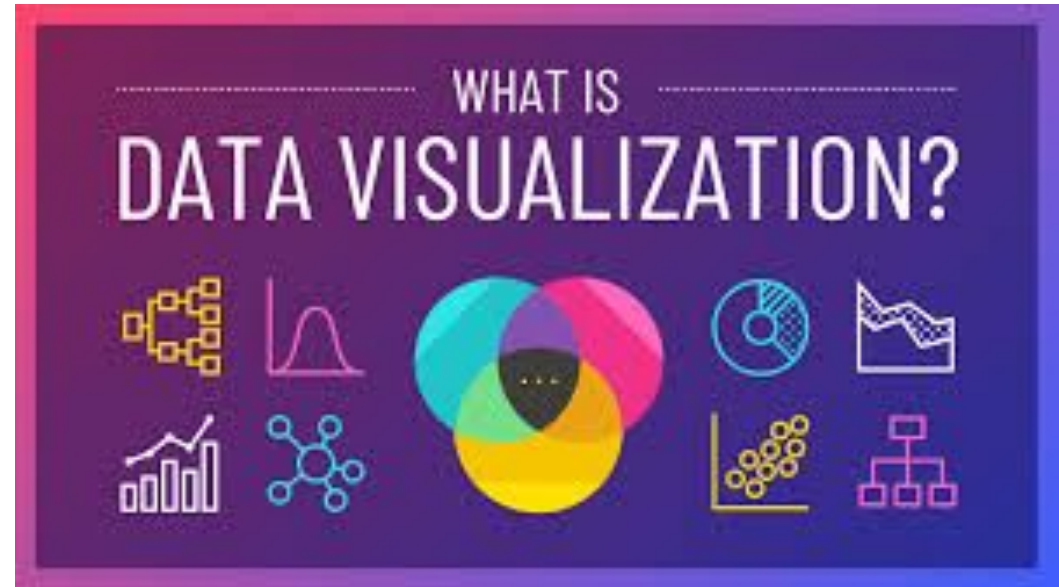
Poster guidelines

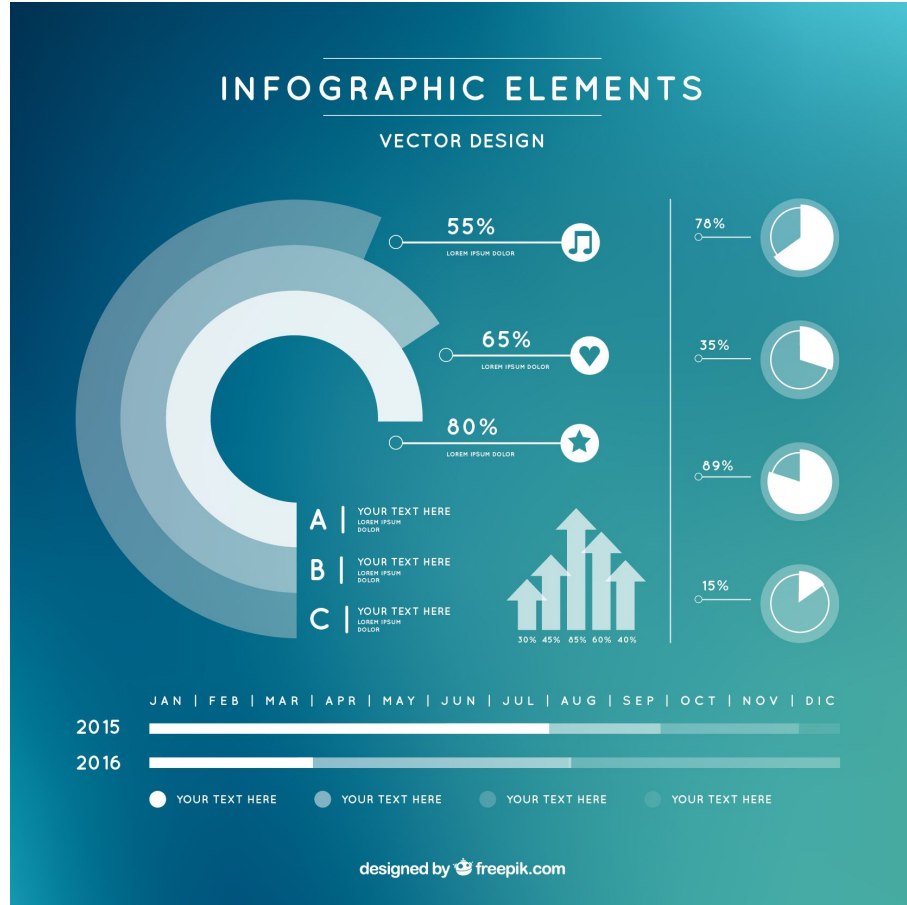
An effective data-driven communication element

Make it short and clear

Not an easy task

Rule of thumb: no more than 5 words





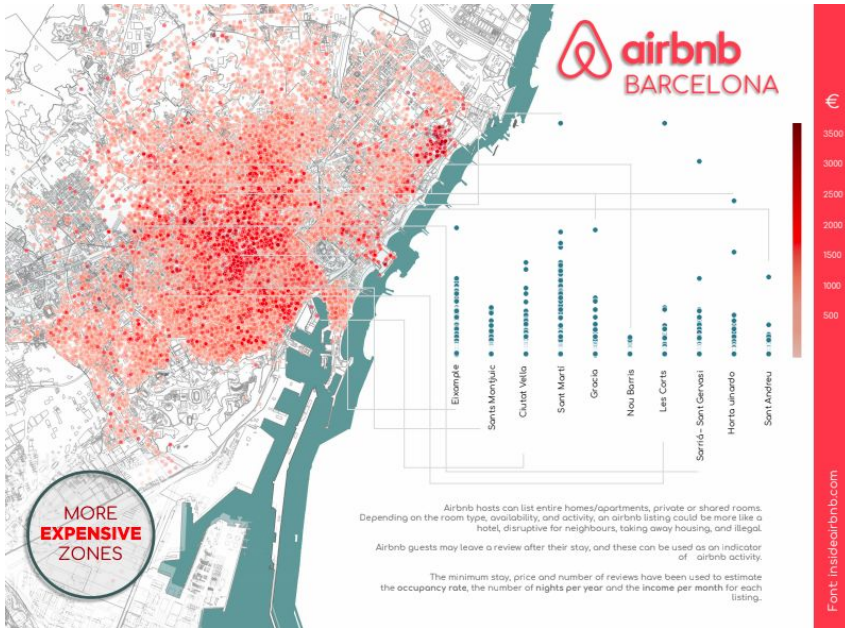
When it comes to data-driven communication, text is one of the less relevant elements

Lots of energy is needed to summarise ideas

Choosing either background and basemaps sets the design process

Depending on the amount of geospatial data, basemaps are a good option

Non-map backgrounds are equally effective as plots and drawings

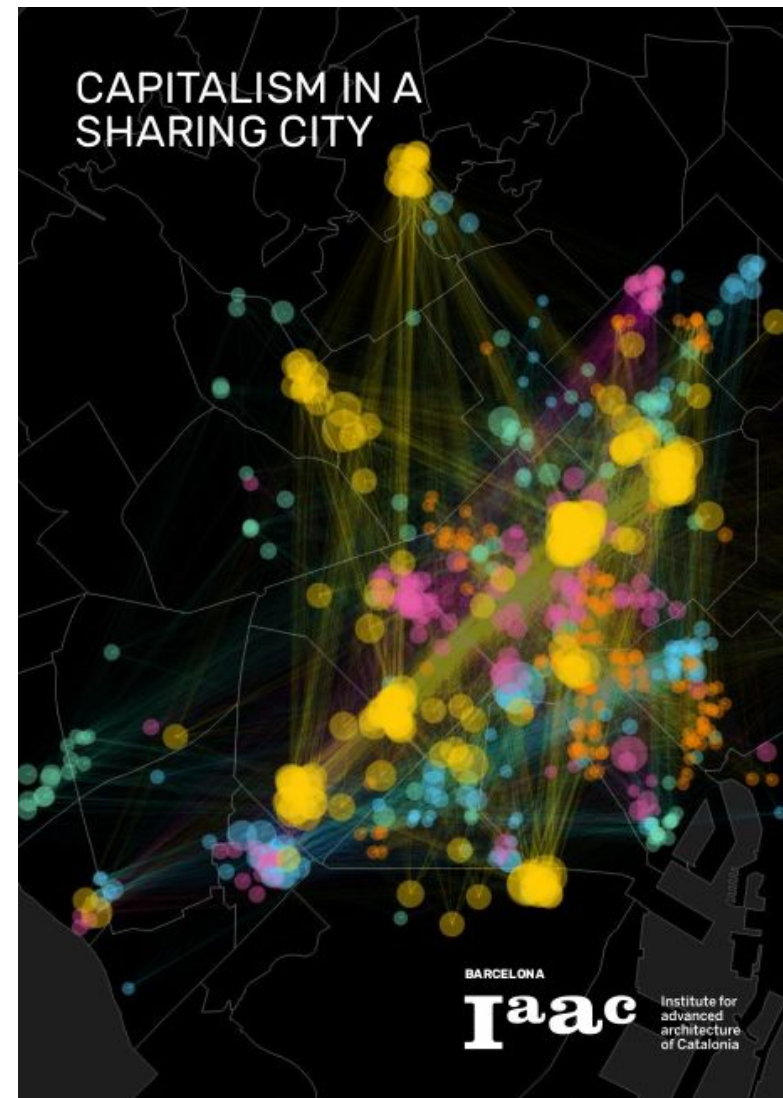


Poster by Michelle Rodriguez - MaCT 2019

Multiple graphical resources can come from data elements.

Points (bubbles), lines, polygons and surfaces

Consider transparency, brightness, hue, color, shadows and other visual elements





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