

Academische posters tips

Frank Van Puyvelde – ICTS



1

Productie

See much, Read little

ICTS

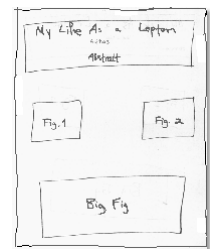
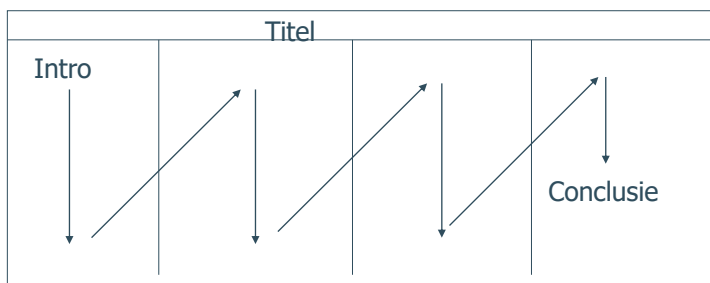
4

Alvorens te starten

- Zorg ervoor dat alle elementen ter beschikking zijn
- Verzamel alle elementen in 1 folder (bronformaat)
 - Afbeeldingen
 - Grafieken
 - Tekst
- Layout beschikbaar op papier

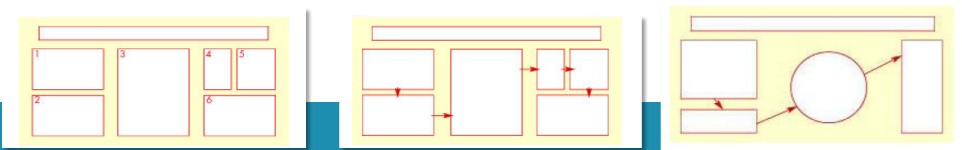
Leid het oog

- Lees een poster zoals een krant.
- Gebruik kolom-indeling



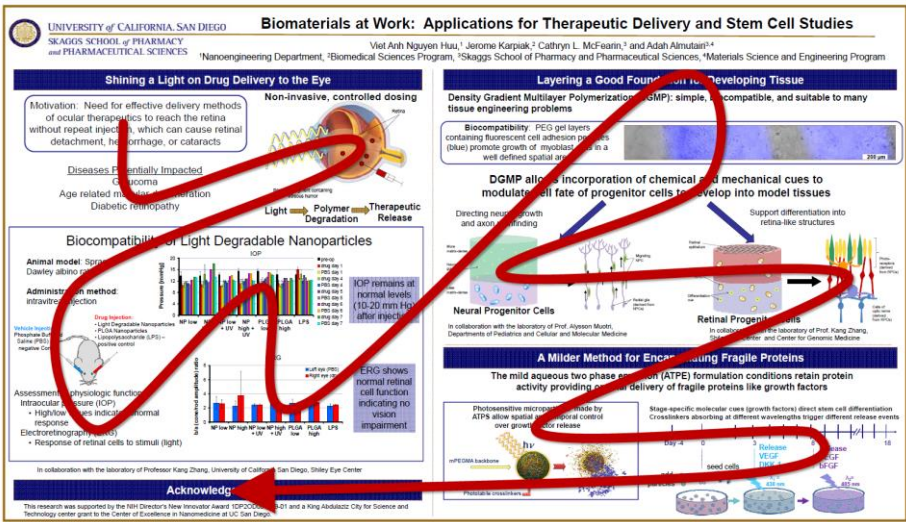
Leid het oog

- Gebruik 3 tot 5 kolommen (landschap)
1 tot 3 kolommen (portret)
- Orden de objecten logisch
- Gebruik secties / onderverdelingen
- Probeer grafieken, tabellen, afbeeldingen te gebruiken
- Nummer onderdelen indien nodig



7

Leid het oog



8

Inleiding

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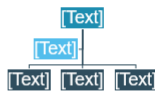
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Probleemdefiniëring



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Analyse van het probleem



- Subtitel**
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Keuze en ontwerp oplossing

- Subtitel**
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Bibliografie

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Afmetingen poster

- Stel onmiddellijk de eindafmetingen in (aanpassingen achteraf vernietigen de layout)
- Denk eraan:
 - Voorziene ruimte moet niet helemaal opgevuld worden (2 m hoge poster is niet te lezen!)
 - Maak geen grotere posters dan de voorziene ruimte
 - A0 (84*118 cm), Oversize A0 (90*125 cm) zijn meest voorkomende maten (print)
 - E-poster: rekening houden met schermverhouding / afmetingen
 - Powerpoint: beperkt tot 1.34/1.42m



Afmetingen poster

- Check bij de organisatie over de beschikbare ruimte, paneel, scherm, ...



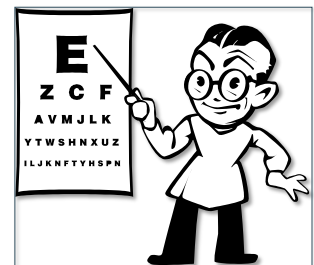
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11

Font: afmetingen (ondergrens)

- Titel: 96 pt
- Auteurs: 72 pt
- Affiliatie: 36-48 pt
- Sectie hoofding: 36 pt
- Tekst: 24 pt



- Gebruik standaard lettertypes, levert minder problemen op bij printen
- Makkelijk te lezen:
Arial, Calibri, Tahoma, Verdana

ICTS



12

Font

- The quick brown fox jumps over the lazy dog -arial-
- The quick brown fox jumps over the lazy dog -calibri-
- The quick brown fox jumps over the lazy dog -tahoma-
- The quick brown fox jumps over the lazy dog -verdana-
- The quick brown fox jumps over the lazy dog -courier-
- The quick brown fox jumps over the lazy dog -comic-
- *The quick brown fox jumps over the lazy dog -rivaldi-*
- The quick brown fox jumps over the lazy dog –Bodoni MT Poster-
- **The quick brown fox jumps over the lazy dog -
pavie-**

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13

Tekst

- Titel
 - Ideaal < 6 woorden, mag evt. in hoofdletters.
 - Gebruik nooit uitsluitend hoofdletters in tekst.



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14

Tekst

- Nadruk leggen
 - Gebruik **bold** i.p.v. onderlijnen. – niet overdrijven -
 - Werk met verschillende fontgrootte/kleur om nadruk te leggen.
 - Vermijd italics
- Alle tekst heeft uniforme afmetingen, stijl en font.
Kies 1 font (max. 3 font families)

geen wordart

Tekst

- Uitlijnen
 - Uitlijnen van tekst en tekstblokken
 - Uniform: geeft een gevoel van orde
- Layout
 - 7-8 woorden per lijn tekst in een tekstblok
 - Geen lange regels, moeilijk voor de ogen om te volgen
 - Kolombreedte mag niet variëren.
 - Gebruik ruime spatiëring
 - Gebruik bullets i.p.v. onderverdeling in paragrafen

The ideal line length for text layout is based on the the physiology of the human eye... At normal reading distance the arc of the visual field is only a few inches – about the width of a well-designed column of text, or about 10 words per line. Research shows that reading slows and retention rates fall as line length begins to exceed the ideal width, because the reader then needs to use the muscles of the eye and neck to track from the end of one line to the beginning of the next line. If the eye must traverse great distances on the page, the reader is easily lost and must hunt for the beginning of the next line. Quantitative studies show that moderate line lengths significantly increase the legibility of text.

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<http://suewatts.forestry.ubc.ca/files/2013/08/design-principles-jamie-EDITED.pdf>



17

Aligner: center

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REPLACE THIS TEXT WITH YOUR TITLE

John Smith, MD¹; Jane Doe, PhD²; Frederick Smith, MD, PhD^{1,2}
¹University of Affiliation, ²Medical Center of Affiliation

ABSTRACT	INTRODUCTION	RESULTS	DISCUSSION
<p>Click here to insert your Abstract text. Type it in or copy and paste from your Word document or other source.</p> <p>This text box will automatically re-size to your text.</p> <p>To change the border style of this text box: Double-click on the dashed border, select 'Colors and Lines', and change the border to solid or whatever style/color you like. Or 'No Line' to remove the border altogether.</p> <p>To change the font style of this text box: Click on the border once to highlight the entire text box, then select a different font or font size that suits you. This text is in Arial 32pt and is easily readable up to 6 feet away on a 36" x 48" poster. Try to stay between 28pt – 40pt for best viewing.</p>	<p>Click here to insert your Introduction text. Type it in or copy and paste from your Word document or other source. Click once on the dashed border to highlight then drag the bottom edge up to 8". Or change the font size to fit the box.</p> <p>Double-click the border and select 'Text Box', then check 'Resize AutoShape to Fit Text' to have the box automatically re-size to your text.</p> <p>To change the border style of this text box: Double-click on the dashed border, select 'Colors and Lines', and change the border to solid or whatever style/color you like. Or 'No Line' to remove the border altogether.</p> <p>To change the font style of this text box: Click on the border once to highlight the entire text box, then select a different font or font size that suits you. This text is in Arial 32pt and is easily readable up to 6 feet away. Try to stay between 28pt – 40pt for best viewing.</p>	<p>Genigraphics has provided this template to assist in preparation of a medical or scientific research poster. The dimensions are set to 36" high by 48" wide but prints can also be scaled up proportionally as large as 54" high by 72" wide. When you order your print we will know to scale the original file to the size you specify.</p> <p>For other sizes, visit us at www.genigraphics.com or send an email request to info@genigraphics.com or give us a call toll free at 1.800.790.4001.</p> <p>The various elements and text boxes included in this template are examples of what we commonly see on posters of this kind. They are simply placeholders and you should feel free to add, delete, re-arrange, re-name, or re-size as best suits your needs.</p> <p>Choose Genigraphics to print your poster and we will perform a free design review and advise you if we see anything that may be a concern for printing.</p> <p>We print directly from PowerPoint so your poster will look just like it does on screen. Other printing outlets (Kinkos, for example) convert your file to another format prior to printing. This can result in elements shifting, loss of effects, or altered colors. By printing from the same version of PowerPoint that your file was created in, Genigraphics gives you the most accurate reproduction available.</p>	<p>Click here to insert your Introduction text. Type it in or copy and paste from your Word document or other source.</p> <p>Double-click the border and select 'Text Box', then check 'Resize AutoShape to Fit Text' to have the box automatically re-size to your text.</p> <p>To change the border style of this text box: Double-click on the dashed border, select 'Colors and Lines', and change the border to solid or whatever style/color you like. Or 'No Line' to remove the border altogether.</p> <p>To change the font style of this text box: Click on the border once to highlight the entire text box, then select a different font or font size that suits you. This text is in Arial 32pt and is easily readable up to 6 feet away. Try to stay between 28pt – 40pt for best viewing.</p>
<p>CONTACT</p> <p>Your name -organization name- Email: Phone: Website:</p>	<p>METHODS AND MATERIALS</p> <p>Click here to insert your Introduction text. Type it in or copy and paste from your Word document or other source. Click once on the dashed border to highlight then drag the bottom edge up to 8". Or change the font size to fit the box.</p> <p>Double-click the border and select 'Text Box', then check 'Resize AutoShape to Fit Text' to have the box automatically re-size to your text.</p> <p>To change the border style of this text box: Double-click on the dashed border, select 'Colors and Lines', and change the border to solid or whatever style/color you like. Or 'No Line' to remove the border altogether.</p> <p>To change the font style of this text box: Click on the border once to highlight the entire text box, then select a different font or font size that suits you. This text is in Arial 32pt and is easily readable up to 6 feet away. Try to stay between 28pt – 40pt for best viewing.</p>		
<p>REFERENCES</p> <ol style="list-style-type: none"> Click here to insert your References text. Type it in or copy and paste from your Word document or other source. Click on the border once to highlight and select a different font or font size that suits you. This text is in Arial 24pt and is easily readable up to 6 feet away. Try to stay between 18pt – 28pt for best viewing. The line spacing is set to add one-half of a line height after each entry. Select Format, Line Spacing to adjust this setting. 			




Figure 1. Label in 24pt Arial




Figure 2. Label in 24pt Arial




Chart 1. Label in 24pt Arial

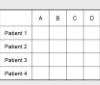


Table 1. Label in 24pt Arial

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18

Aligner: justify

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ABSTRACT

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INTRODUCTION

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METHODS AND MATERIALS

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CONTACT

<your name>
<organization name>
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Phone:
Website:

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John Smith, MD¹; Jane Doe, PhD²; Frederick Smith, MD, PhD^{1,2}
¹University of Affiliation, ²Medical Center of Affiliation

RESULTS

Genigraphics has provided this template to assist in preparation of a medical or scientific research poster. The dimensions are set to 36" high by 48" wide but prints can also be scaled up proportionally as large as 54" high by 72" wide. When you order your print we will know to scale the original file to the size you specify.

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Figure 1. Label in 24pt Arial.

Figure 2. Label in 48pt Arial.

Chart 1. Label in 24pt Arial.

Table 1. Label in 24pt Arial.

DISCUSSION

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CONCLUSIONS

Click here to insert your Conclusions text. Type it in or copy and paste from your Word document or other source.

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ICTS

KU LEUVEN

19

Aligner: left

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Double-click the border and select 'Text Box', then check 'Resize AutoShape to Fit Text' to have the box automatically re-size to your text.

To change the border style of this text box: Double-click on the dashed border, select 'Colors and Lines', and change the border to solid or whatever style/color you like. Or 'No Line' to remove the border altogether.

To change the font style of this text box: Click on the border once to highlight the entire text box, then select a different font or font size that suits you. This text is in Arial 32pt and is easily readable up to 6 feet away. Try to stay between 28pt – 40pt for best viewing.

CONCLUSIONS

Click here to insert your Conclusions text. Type it in or copy and paste from your Word document or other source.

Click on the border once to highlight and select a different font or font size that suits you. This text is in Arial 32pt and is easily readable up to 6 feet away. Try to stay between 28pt – 40pt for best viewing.

REFERENCES

- Click here to insert your References. Type it in or copy and paste from your Word document or other source.
- Click on the border once to highlight and select a different font or font size that suits you. This text is in Arial 32pt and is easily readable up to 6 feet away. Try to stay between 28pt – 40pt for best viewing.
- The line spacing is set to add one-half of a line height after each entry. Select Format, Line Spacing to adjust this setting.

ICTS

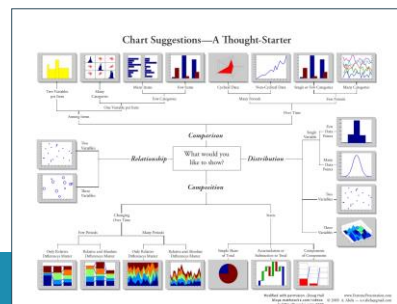
KU LEUVEN

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9

Grafieken

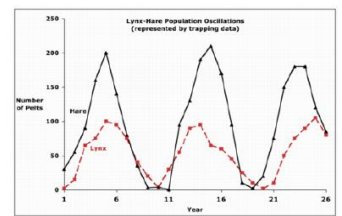
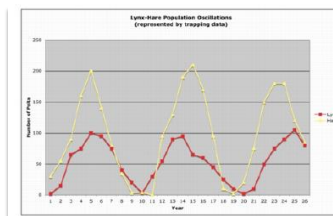
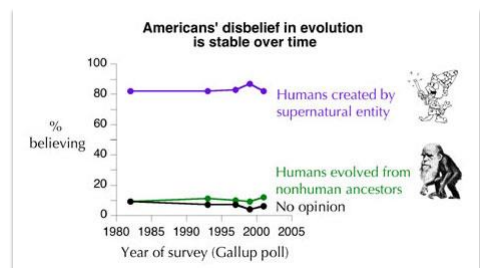
- Kies de juiste voorstelling
- Nuttige info:
 - www.juiceanalytics.com/writing/chart-selection-art-and-science/
 - Andrew Abela: extremepresentation.typepad.com/blog/2006/09/choosing_a_good.html



21

Grafiek

- Achtergrond brengt niets bij
- Legende niet nodig, plaats info onmiddellijk bij de curve
- Gridlijnen onnodig
- Y-label horizontaal
- Moet duidelijk zijn vanop 2m



22

Grafiek

- Vermijd 3D-grafieken indien mogelijk



http://www.presentationzen.com/presentationzen/2007/03/a_few_weeks_ago.html

ICTS

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23

Afbeeldingen: auteursrecht

Geavanceerd zoeken naar afbeeldingen

Afbeeldingen vinden met:

al deze woorden:

dit exacte woord of deze exacte woordgroep:

een of meer van deze woorden:

geen van deze woorden:

Dit is het zoekvak doen.

Type de belangrijke woorden: winter #139

Zet exacte woorden tussen aanhalingstekens: "139000"

Type of tussen alle woorden die u wilt weergeven tussen of omringd of grassen

Zet een minteken vlak voor woorden die u niet wilt weergeven: -windbus

Verfijn vervolgens uw zoekresultaten op:

afbeeldingsformaat:

beeldverhouding:

kleuren in afbeelding:

type afbeelding:

regio:

site of domain:

SafeSearch:

bestandstype:

gebruiksrechten:

Afbeeldingen zoeken in elk formaat.

Geef de vorm van afbeeldingen aan.

Zoek afbeeldingen in de gewenste kleuren.

Beprek het type afbeeldingen dat kan worden gevonden.

Zoek afbeeldingen die in een bepaalde regio zijn gepubliceerd.

Zoek één site (zoals .nl) of beperk uw resultaten tot een domein, zoals .edu, .org of .gov

Aangeven of SafeSearch u wilt uitsluiten expliciete inhoud moet filteren.

Zoek afbeeldingen met de gewenste indeling.

Zoek afbeeldingen die u onbepakt opnieuw kunt gebruiken.

Geavanceerd zoeken

KU LEUVEN

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Afbeeldingen

- Zorg voor de juiste resolutie
 - Geen afbeeldingen van het web
 - te lage resolutie
 - Copyright (bv. Zoek op flickr.com - Only search within **Creative Commons**-licensed content)
 - Geen overkill aan resolutie (scannen, digitale foto's) 300 dpi volstaat (kan tot 600 dpi)
 - Vermijd clip-art
 - Bewerk foto's buiten powerpoint met geschikte software(photoshop, gimp, pixlr.com, ..)
- Afmetingen
 - Opgepast vervormingen (lock aspect ratio)
 - Bekijk poster op ware grootte (100%)
- Gebruik juiste type (tiff, jpeg, png)

ICTS



25

Afbeeldingen

72 ppi
1 inch square



150 ppi
1 inch square



300 ppi
1 inch square



Valerie Griffith (ucdavis – powerup with powerpoint)

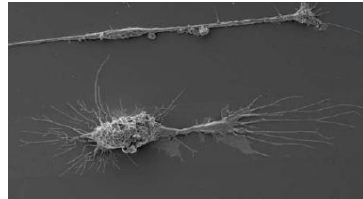
ICTS



26

Afbeeldingen

- Niet vergeten:
 - Legende
 - Schaal
- Foto's met fijne rand scoren beter



ICTS



27

Kleur

- Gebruik 1 achtergrond kleur
 - Bleek is best
 - Vermijd de standaard ppt-achtergrond met textures
 - Donkere achtergrondkleuren gebruiken veel inkt (krullen van papier)
- Beperk kleurenpalet; geen kleurboek
- Gebruik kleuren consistent

“Color should be used in the same way that type size is used: **to emphasize importance**, not decorate a page.”

— Alexander White

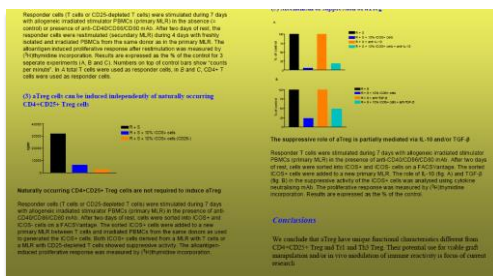
ICTS



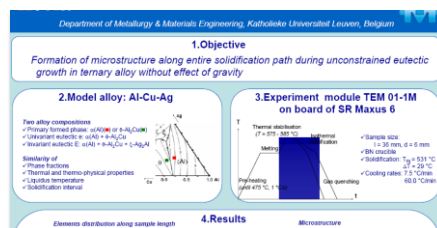
28

[illegible]

- Met mate te gebruiken
- Print kan tegenvallen (bandvorming)

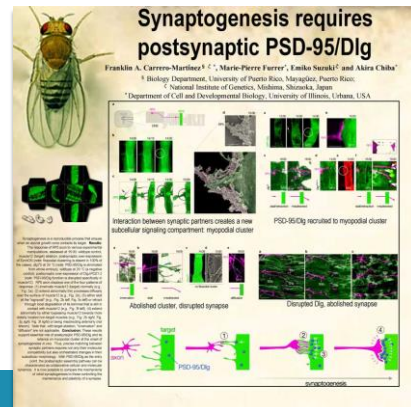
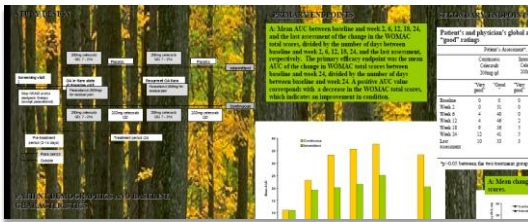


- Wordt niet altijd goed uitgeprint



Kleur: achtergrondfiguur

- Valt meestal tegen
- Wordt niet altijd goed uitgeprint (probleem transparantie)



Contrast

- Opgepast met vermoeiende contrasten
- Oppassen met tekstschaduw
- Tekstblokken op witte of bleke achtergrond
- Vermijd bleke letters op donkere achtergrond (kan evt. wel voor titel)
- Hoe rekening met kleurenblindheid vermijd rood/groen combinaties

<http://www.vischeck.com/vischeck/vischeckImage.php>

